

PRESS RELEASE

Beiersdorf's New Logo Design

- Beiersdorf's logo has a new clean design
- The new logo stands for the company's clear focus on skin care and future orientation
- The color of the new logo is in line with the NIVEA Blue

Hamburg, January 8th, 2014 – Beiersdorf AG, Hamburg, has a new company logo with a clean, clear and future-oriented design. It symbolizes the company's focus on skin care and its concentration on the essential. It stands for the company's comprehensive strategic development and its upward movement from the foundation of the "Blue Agenda". At the same time, it creates a connection to the roots of the company's rich historical tradition: founded in 1882 by pharmacist Paul C. Beiersdorf, the company became the inventor of modern skin care with the brand NIVEA and remains an international leader in its field today.

CEO Stefan F. Heidenreich remarks, "Beiersdorf stands for quality, reliability and trust, for tradition and innovation. Most of all Beiersdorf stands for outstanding products and skin care expertise. The new Beiersdorf logo clearly reflects these values, our core competence and our identity. It is a development of the former logo oriented toward the future and builds a bridge between the company's tradition and its future."

The former logo was part of Beiersdorf for 35 years. The word and image mark with the abbreviation BDF and the four dots originally stood for the four divisions of the company – cosmed, medical, pharma and tesa. Today, the company is divided into two business segments: Consumer and tesa. The new logo does away with any graphic elements and adopts the font of the old logo, which with its smoothly rounded letters is evocative of care and trust. The color of the new logo is in line with the NIVEA Blue, thus creating a bond between the company and its strongest brand.

About Beiersdorf AG

The cosmetic company Beiersdorf AG is headquartered in Hamburg, employs about 16,500 workers worldwide and in 2012 achieved a turnover of 6 Billion Euros. It has been listed on the DAX since 2008 and with NIVEA it operates the world's largest brand in skin care*. Its internationally successful portfolio also includes Eucerin as well as La Prairie, Labello, 8x4 and Hansaplast. The affiliate tesa SE is one of the world's leading manufacturers of self-adhesive products and system solutions for industry, crafts and consumers. Beiersdorf has over 130 years of experience in skin care and is characterized by its innovative, high-quality products.

** Euromonitor International Limited; by brand in the categories of face, body and hand care; retail sales 2012.*

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