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RECOMMENDATIONS FOR ELECTRONIC COMMUNICATION VIA VIDEO

Please take note of the following recommendations for a successful use of video communication when exercising your right to speak (after registering via the General Shareholder Meeting system):

1. **Internet Access:** The minimum requirement for video communication is a stable upload/download bandwidth of 6 Mbit/sec. However, we recommend using at least 10 Mbit/sec if possible. It is best to connect your laptop or PC to your Internet access via a LAN cable; if you are using a WiFi- connection, please ensure that the connection is stable.
   If possible, please close all other applications that are bandwidth and computing intensive. Avoid the parallel use of peripherals such as cameras, headsets, etc. to ensure smooth connection.

2. **Terminal:** Please use the hardware in landscape mode, if possible, as well as an integrated or wired camera. For better audio quality, the use of a headset can be helpful. All common browsers in the latest version can be used: e.g. Google Chrome, Mozilla Firefox, Microsoft Edge and Safari (we recommend to use Google Chrome). No further installation of software components or apps on the end devices is required.

3. **VPN connection:** Please note that if you connect via an active VPN connection (virtual private network), the transmission quality may be reduced, or your speech may be interrupted.

4. **Access to General Shareholder Meeting system:**
   www.Beiersdorf.com/Annual_General_Meeting

5. **Functional Test:** After you have entered the virtual waiting room, our technical operator will welcome you. The operator will check your image and sound quality and give you further technical information about the procedure.

6. **Connection to the General Shareholders' Meeting:** After a successful functional check, you will be connected live to the general shareholders' meeting as soon as the chairman of the meeting calls you in. Once the chair of the meeting has given you the floor, you can begin your speech. The live link to the General Shareholder Meeting will be disconnected after you have made your statements. If you wish to speak again, please register again.

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Further recommendations on your request to speak

- **Environment:** Please ensure a quiet environment with little background noise and, if possible, place your terminal on a solid surface.

- **Illumination:** Illuminate yourself well when speaking (e.g., with a lamp that illuminates the face with a pleasant brightness). Avoid bright light sources in your background or from the side.

- **Clothing:** Please avoid small-checked clothing, as these patterns can create a so-called moiré effect (flickering) in the camera image.

- **Camera position:** If possible, position yourself in front of your camera so that you can be seen in the center of the image.