

## Beiersdorf at a glance

### Group

Beiersdorf AG is a leading provider of innovative, high-quality skin care products and has over 135 years of experience in this market segment. The Hamburg-based company has about 19,000 employees worldwide and is listed on the DAX, the German benchmark equities index. Beiersdorf generated sales of €7.1 billion in financial year 2017. Its product portfolio comprises strong, international leading skin and body care brands including NIVEA – the world's largest skin care brand\* – Eucerin, Hansaplast, and La Prairie. Millions of people around the world choose the Beiersdorf brands every day for its innovative, high-quality products. Further renowned brands such as Labello, Florena, 8x4, Hidrofugal, arix, Aquaphor, SLEK, and Maestro round off the extensive portfolio. Beiersdorf's wholly owned affiliate tesa SE, another globally leading manufacturer in its field, supplies self-adhesive products and system solutions to industry, craft businesses, and consumers.

\* Source: Euromonitor International Limited; NIVEA by umbrella brand name in the Body Care, Face Care and Hand Care categories; in retail value terms, 2017.

### Sales in 2017

Group sales: €7.056 billion  
Change (organic) against previous year: +5.7%

Consumer sales: €5.799 billion  
Change (organic) against previous year: +4.7%

tesa sales: €1.257 billion  
Change (organic) against previous year: +10.6%

### Employees in 2017

About 19,000 worldwide, of whom over 6,000 (including tesa) in Germany.

### Executive Board

**Stefan F. Heidenreich**, Chairman of the Executive Board, responsible for Internal Audit as well as for business in Germany, Switzerland and Japan.

**Stefan De Loecker**, Deputy of Executive Board Chairman, responsible for Corporate Strategy & Development, Supply Chain (Purchasing / Production / Logistics) as well as for the business in the Americas (North and Latin America), Africa, India and Russia.

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**Ralph Gusko**, responsible for Consumer Brands (Brand Management Consumer / Research and Development / Digital) and the Asia Pacific region (Northeast and Southeast Asia (excluding Japan and India) and Australia).

**Thomas Ingelfinger**, responsible for the Europe region (excluding Germany and Switzerland).

**Zhengrong Liu**, responsible for Human Resources & Corporate Communications (Human Resources / Corporate Communications / Sustainability / General Services & Real Estate; also Labor Relations Director).

**Dessi Temperley**, responsible for Finance & Quality (Finance / Controlling / Legal / Compliance / IT and Quality Assurance).

**Vincent Warnery**, responsible for Pharmacy & Selective (Eucerin / Plaster / La Prairie).

## Brands

**Consumer Business Segment:** NIVEA, Eucerin, La Prairie, Hansaplast/Elastoplast, Labello, 8x4, Hidrofugal, Florena, arix, Aquaphor, SLEK, and Maestro.

**tesa Business Segment, Consumer business:** tesafilm, tesakrepp, tesaband, tesamoll, tesapack, tesa Powerstrips, tesa Powerbond, tesa Clean Air, tesa nie wieder bohren.  
**Industrial business:** more than 7,000 self-adhesive system solutions for use in, among other things, the electronics, printing, paper, and automotive industries. Global market leader in the areas of cable wrapping (automotive industry) and splicing (EasySplice, printing and paper). New business area: development and manufacture of medicated plasters and fast-dissolving oral films for the pharmaceutical industry.

## Date of Formation

The date of the patent certificate for the manufacture of medical plasters awarded to pharmacist Paul C. Beiersdorf on March 28, 1882, is taken as the date on which the company was formed. Based on this patent, Beiersdorf produced the gutta-percha plaster in his laboratory.

## Locations

The Beiersdorf Group's headquarters is in Hamburg. The company has more than 160 affiliates worldwide.

## Research & Development

Beiersdorf stands for more than 135 years of skin research expertise. About 800 staff members are employed in this

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area in the Consumer Business Segment worldwide. The Beiersdorf Skin Research Center in Hamburg is one of the largest and most modern in Europe and one of the world's leading institutes in this area. In addition, the regional development laboratories such as those in Wuhan (China), Silao (Mexico), and Sanand (India), play a particularly important role in identifying local needs and incorporating them into the product portfolio. Beiersdorf's intense focus on, and in-depth knowledge of, specific regional differences in consumer needs is a critical factor in its products' worldwide success. In 2017, the Group invested more than €190 million in skin research and the development of innovative skin care products.

## Additional Information

[www.beiersdorf.com](http://www.beiersdorf.com)  
[www.nivea.com](http://www.nivea.com)  
[www.eucerin.com](http://www.eucerin.com)  
[www.laprairie.com](http://www.laprairie.com)  
[www.hansaplast.com](http://www.hansaplast.com)  
[www.labello.com](http://www.labello.com)  
[www.8x4.com](http://www.8x4.com)  
[www.hidrofugal.de](http://www.hidrofugal.de)  
[www.florena.de](http://www.florena.de)  
[www.atrix.de](http://www.atrix.de)  
[www.aquaphorus.com](http://www.aquaphorus.com)  
[www.slek.com.cn](http://www.slek.com.cn)  
[www.maestro.com.cn](http://www.maestro.com.cn)  
[www.tesa.com](http://www.tesa.com)

Photos can be downloaded from:

<http://www.beiersdorf.com/newsroom/media-downloads/photos>

July 2018