

## Beiersdorf Timeline

- March 28, 1882** The date of the patent document for the manufacture of medical plasters submitted by pharmacist Paul C. Beiersdorf is taken as the date of the company's formation. On the basis of this patent, Paul C. Beiersdorf produces gutta-percha plasters in his laboratory.
- 1890** Pharmacist and businessman Dr. Oscar Troplowitz purchases the Hamburg-based company from its founder, Paul C. Beiersdorf.
- 1893** The first international cooperation agreement is signed with US trading company Lehn & Fink for the USA, providing the first contact with the US market.
- 1900** Patent application for Eucerit (lit. "beautiful wax"), an emulsifying agent. Made from lanolin, found in sheep's wool, Eucerit is the basis for Eucerin and, later on, for NIVEA Creme.
- 1909** Lip care now has a name: Labello, the first lip care product in a sliding tube. Its name is derived from the Latin words labium (lip) and bellum (beautiful).
- 1911** Working closely together with chemist Dr. Isaac Lifschütz and dermatologist Prof. Paul G. Unna, Dr. Oscar Troplowitz develops the first ever stable skin cream based on a water-in-oil emulsion, using the emulsifying agent Eucerit. Troplowitz names the product NIVEA, derived from the Latin word "nix, nivis," meaning "snow."
- 1914** The company now does business with 34 countries, with 42% of sales being generated abroad.
- 1918/1922** Dr. Oscar Troplowitz and his co-shareholder Dr. Otto Hanns Mankiewicz pass away in 1918, necessitating several changes in Beiersdorf's legal form. The stock corporation P. Beiersdorf & Co. AG is founded on June 1, 1922.
- 1922** Hansaplast is launched on the market and revolutionizes wound care: it is the first plaster with a gauze pad, meaning it can also be used for the care of open wounds.
- 1924/25** More than 500 people are already employed in Hamburg. In order to adapt to social changes in the 1920s, it is decided to give the NIVEA brand image a complete makeover. The yellow-green tin with its art nouveau decoration is redesigned – the first instance of a marketing concept that would be termed a "relaunch" today. Not only the color and packaging design but also the advertising strategy is changed completely. Leisure, sport, and nature play a central role in the new NIVEA profile.
- 1925** The signature blue and white NIVEA tin starts its successful history.

- 1928** Beiersdorf shares are listed on the Hamburg Stock Exchange for the first time. Over 20 production sites are already in operation worldwide.
- 1932** Beiersdorf employs more than 1,400 staff on its 50th anniversary. In the 1930s, many new products such as shaving cream, shaving soap, and shampoo are marketed.
- 1933** Under pressure from the National Socialists, the Jewish members of the Executive Board, including chairman Dr. Willy Jacobsohn, step down. Jacobsohn moves to Amsterdam, where he heads the foreign subsidiaries until 1938, before emigrating to the USA. Under the leadership of Carl Claussen, the Beiersdorf Executive Board succeeds in steering the company through the difficult Nazi period despite much hostility from competitors.
- 1934** Elly Heuss-Knapp, the wife of Theodor Heuss, who became the first President of the Federal Republic of Germany after the war, works freelance for NIVEA, designing key elements of its advertising and in particular its cinema and radio advertising. She continues to work for Beiersdorf until the end of the Second World War.
- 1936** tesa is introduced as the umbrella brand for self-adhesive technology. The first innovative product is the transparent adhesive film later known under the name tesafilm.
- 1939 – 1945** Thanks to Elly Heuss-Knapp, NIVEA advertising remains largely untainted by Nazi ideology. Instead of this, the brand colors – blue and white – are used systematically, a tradition that is continued by Beiersdorf to this day. A large proportion of the Hamburg production plants and administrative buildings are destroyed at the end of the Second World War. Most of Beiersdorf's affiliates in countries at war with Germany are expropriated. Beiersdorf also loses its rights to the NIVEA brand in these countries. Soon after the war, Beiersdorf begins to buy them back.
- 1949** Beiersdorf generates sales of DM 30 million in the year in which the Federal Republic of Germany is established.
- 1951** Beiersdorf introduces the first deodorizing soap that prevents the growth of bacteria that decompose perspiration. Based on the name for the active ingredient, B32, Juan Gregorio Claussen – the longstanding head of advertising at Beiersdorf – develops the catchy name 8x4.
- 1963** NIVEA Milk – liquid NIVEA Creme in the form of an oil-in-water emulsion – is introduced for all-over body care.
- 1965** Beiersdorf once again generates 33 percent of its sales revenue outside Germany.
- 1972** Beiersdorf employs more than 10,000 staff worldwide.

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<b>1974</b>	Beiersdorf diversifies its business and introduces a divisional structure. The divisions are cosmed, medical, pharma, and tesa. The heirs of Max Herz (Tchibo) acquire a 25 percent stake in Beiersdorf.
<b>1978</b>	Beiersdorf adopts a new company logo. For the first time, a design manual specifies what the company symbol, lettering, and corporate colors should look like worldwide.
<b>1981</b>	Sales exceed the DM 2 billion mark for the first time.
<b>1989</b>	Beiersdorf begins implementing a strategic reorientation process, focusing primarily on the core competencies of skin care, wound care, and adhesive technology.
<b>1990 – 1992</b>	Systematic expansion of the NIVEA product into a large brand family with over 500 different products. By expanding to include new cosmetics fields, standardizing NIVEA brand policy worldwide, and recovering the remaining brand rights in countries such as the UK, Canada, South Africa, Australia, New Zealand, and Israel, NIVEA grows to become the largest skin care brand in the world <sup>1</sup> during a period of increased globalization of the body care markets.
<b>1997</b>	A majority interest is acquired in Polish company Pollena-Lechia, now known as NIVEA Polska SA. All trademarks have now been repurchased worldwide.
<b>1998</b>	Scientists discover that tesafilm is an efficient medium for storing large data volumes compactly. This discovery leads to the development of our tesa ROM and Holospot technologies, forming the basis for an innovative and important pioneering concept for tesa.
<b>2001</b>	tesa AG is formed as a wholly owned subsidiary of Beiersdorf, thus enabling it to react more flexibly to consumers and industrial customers.
<b>2002</b>	Florena, based in Waldheim in Saxony, becomes a wholly owned Beiersdorf subsidiary. The two companies originally cooperated under a “licensed production” arrangement (“Gestattungsproduktion”) prior to the opening of the GDR’s borders in 1989, and intensified their ties following the reunification of Germany.
<b>2003</b>	In October a long struggle for the Allianz stake in Beiersdorf comes to an end. Tchibo Holding AG increases its shareholding from 30.3% to 49.9% initially, thereby becoming Beiersdorf’s largest shareholder. This prevents the takeover of Beiersdorf AG. In order to ensure that Beiersdorf remains in Hamburg, the city of Hamburg also temporarily acquires a ten percent stake. A new functional organization focusing on the areas of Brands,

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<sup>1</sup> Source: Euromonitor International Limited; NIVEA by umbrella brand name in the categories Body Care, Face Care and Hand Care; in retail value terms, 2013.

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	Supply Chain, Finance, and Human Resources replaces the previous divisional organization.
<b>2004</b>	The new Skin Research Center opens in Hamburg, allowing Beiersdorf to increase its innovative strength as a globally successful cosmetics company. Over €100 million is invested every year in the area of Research & Development.
<b>2005</b>	The new Executive Board of Beiersdorf AG, led by its Chairman Thomas-B. Quaas, defines Beiersdorf's "Passion for Success" Consumer Business Strategy.
<b>2006</b>	The world's first "NIVEA Haus" is opened on the Jungfernstieg in the heart of Hamburg. Beiersdorf's sales exceed €5 billion for the first time.
<b>2007</b>	In the year of the company's 125th anniversary, Beiersdorf acquires 85% of the shares of C-BONS Hair Care, one of the leading companies in the Chinese hair care market with a well-developed sales network in China.
<b>2008</b>	In December 2008 Beiersdorf is added to Germany's leading equity index, the DAX, which consists of the top 30 German companies traded on the Frankfurt Stock Exchange.
<b>2009</b>	Another "NIVEA Haus" opens on Berlin's Unter den Linden shopping street. A new Executive Board function responsible for Asia is established to strengthen Beiersdorf's regional business development in Asia, and particularly in China.
<b>2010</b>	Beiersdorf introduces the new Eucerin AQUAporin ACTIVE moisturizer, developed using Nobel Prize-inspired technology. As of the fall, the aquaporin technology is integrated step by step in various NIVEA products.
<b>2011</b>	Happy Birthday NIVEA! The NIVEA Creme celebrates its 100th anniversary with celebrations around the world and a special campaign. In addition, after intensive research together with textile experts from the prestigious International Textile Institute Hohenstein, Beiersdorf AG develops a deodorant that reduces stains: NIVEA Invisible for Black & White deodorant, the most successful deodorant launch in the history of Beiersdorf.
<b>2012</b>	Opening of the world's first Eucerin Skin Institute on Hamburg's Stephansplatz. With the "Skin Code Reader" the Institute is home to an absolute world first which can determine the individual skin code of consumers.
	Stefan F. Heidenreich takes over from Thomas-B. Quaas as CEO of Beiersdorf AG on April 26, 2012.

## 2013

On January 1, Beiersdorf AG, Hamburg acquires the remaining 50% stake in its Turkish affiliate, EBC Eczacıbaşı-Beiersdorf Kozmetik Ürünler Sanayi ve Ticaret A.Ş., in Istanbul.

NIVEA gets a new global design. With this move, Beiersdorf consolidates the entire brand image. Bottles from the Body line using the new logo and the new global design language become available for the first time at the beginning of the year. A classic – the NIVEA Creme tin – is the inspiration for the clear, yet high-quality design.

Exactly 50 years after the launch of the very first bodylotion in 1963, NIVEA transforms body care again with the launch of its In-shower Skin Conditioner range – the first way to moisturize while in the shower and a true innovation in the skin care segment.

In addition, following extensive research, Beiersdorf AG launches the first deodorant on the market that offers reliable protection against stress-induced sweat: NIVEA Stress Protect Deodorant.

## 2014

In July, Beiersdorf opens its state-of-the-art factory in Silao, Mexico. This new building also demonstrates the Hamburg-based cosmetics group's clear commitment to ecologically responsible business. All the criteria for meeting platinum LEED certification (the highest level of the Leadership in Energy and Environmental Design program) were taken into account from the start of construction through to completion, with a special focus on energy efficiency and resource conservation. The factory obtained official LEED certification in September 2014.

Beiersdorf launches a further trendsetting innovation on the face care market in 2014 – NIVEA Q10plus ANTI-WRINKLE Serum Pearls. Its special pearl technology – available for the first time in a mass market product – combines innovative Q10plus serum pearls with hydrogel to create a highly effective anti-wrinkle serum.

## 2015

On May 5th, after just nine months of construction, the new plant in the Indian city of Sanand, about 530 kilometers north of Mumbai in the state of Gujarat, celebrated its dedication. The production will include among other things, smaller packaging sizes for the Indian market in order to appeal to new consumer groups. For Beiersdorf's first modular plant, fully assembled mixer modules, the heart of a production facility, were shipped to India in containers and connected to water and electricity in a building prepared for this purpose.

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