

## PRESS RELEASE

### Changes in Beiersdorf AG's Executive Board

**Hamburg, March 26, 2013** – Peter Feld, responsible for the Europe/North America Region on Beiersdorf AG's Executive Board since August 2010, will leave the company effective July 31, 2013, at his own request and on amicable terms. Until further notice Stefan F. Heidenreich, CEO of Beiersdorf AG, will assume additional responsibility for Peter Feld's Executive Board duties.

"Beiersdorf AG would like to thank Peter Feld for his leadership of our key Europe/North America Region. We regret that Mr. Feld has decided not to extend his contract on its expiry and wish him every success for the future, both personally and professionally," said Prof. Dr. Reinhard Pöllath, Chairman of Beiersdorf AG's Supervisory Board.

In Peter Feld's three years of office (August 1, 2010, to July 31, 2013), his business achievements in the region for which he was responsible made a decisive contribution to the company's progress. He is leaving behind an excellent basis for further growth in this core business, with strengthened and well-organized structures in the areas of its management and workforce, customer relationships, and, above all, its market position with consumers.

### About Beiersdorf AG

Cosmetics company Beiersdorf AG is based in Hamburg, Germany, and has around 17,000 employees worldwide. Its sales in 2012 amounted to €6 billion and it has been listed on the DAX since December 2008. Beiersdorf's NIVEA is the world's largest skin care brand\*. Other names in its successful international brand portfolio include Eucerin, La Prairie, Labello, 8x4, and Hansaplast. Subsidiary tesa SE is one of the world's leading producers of self-adhesive products and system solutions for industry, craft businesses, and consumers. Beiersdorf has more than 130 years of skin care experience and is known for its innovative and high-quality products.

*\*Source: Euromonitor International Limited, per umbrella brand name classification in retail value terms 2011.*

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