

PRESS RELEASE

NIVEA cares for family: The world's largest skin care brand* puts families at the center of its social commitment

- **NIVEA supports and strengthens families with a global, long-term CSR program**
- **Employees and consumers will be actively involved in family projects**

Hamburg, 18 June 2013 – All around the world, families trust NIVEA to take care of their skin. The values that NIVEA is based on - closeness, trust and responsibility - are also essential values for families.

“Skin care is our core business. For generations, we have contributed to our consumers’ wellbeing. And as a part of their everyday lives, NIVEA has become a trusted family member. We are convinced that families are essential for a healthy society because family is the place where we all develop a sense of belonging and acquire lifelong skills,” says Inken Hollmann-Peters, Vice President Corporate Communications & Sustainability.

NIVEA aims to strengthen families in three key areas: Competencies for Children, Mothers’ Empowerment and Family Time. Long-term projects will provide education and social skills to children, enable mothers to shape their own lives and promote occasions for families to spend quality time together.

“Families in different regions have different needs. Having three distinct focus areas means NIVEA can provide locally-relevant support to families wherever we are active,” explains Inken Hollmann-Peters.

NIVEA’s employees are key to its business success as well as to its commitment to social responsibility. A global employee engagement program will give all employees the chance to participate in “NIVEA cares for family.” Moreover, consumers will also be invited to get involved in NIVEA’s family projects.

“With the combined strength of our brand, our employees and our consumers, we will be able to create momentum for the family cause all around the world,” Inken Hollmann-Peters points out.

NIVEA’s commitment to families is part of Beiersdorf’s global sustainability strategy “We care” and supports the ambitious commitment in the focus area of “People”: By 2020, Beiersdorf aims to reach one million families and improve their lives.

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 skincare*. 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 skincare 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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