

PRESS RELEASE

Beiersdorf Further Develops Corporate Communications Inken Hollmann-Peters New Head of Corporate Communications

Hamburg, September 13, 2013 - Beiersdorf AG, Hamburg, is reshaping its Corporate Communications. With effect from October 1, 2013, it will be reorganizing its global communications activities and merging its Corporate Communications and Corporate Sustainability departments. Inken Hollmann-Peters will be responsible for managing the combined unit, reporting in this position to Stefan F. Heidenreich, Beiersdorf AG's CEO.

In future, the new unit will comprise the following functions:

- Press and media relations
- Financial communications
- Brand PR
- Internal communications
- Issues management
- Sustainability management
- Social responsibility

The objective of the reshaping is, among other things, to further sharpen the focus of Beiersdorf AG's entire communications activities and to integrate the individual areas more tightly.

Inken Hollmann-Peters (53) joined Beiersdorf AG in 1988 after graduating with a degree in economics from the University of Hanover, Germany. Since then, she has held a number of managerial positions with the company, including internationally. Among other things, she managed the international NIVEA Marketing from 2000 to 2010 as joint leader. Most recently, she was head of Corporate Sustainability.

The previous head of Corporate Communications, Sven Jacobsen, will leave the company at his own request and in amicable agreement effective September 30, 2013, to pursue a new professional challenge. CEO Stefan Heidenreich thanked Mr. Jacobsen for his work for the company and wished him all the best for his professional future.

About Beiersdorf AG

Cosmetics company Beiersdorf AG is based in Hamburg, Germany, and has around 16,500 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 No.1 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, NIVEA by global brand name in the categories Body Care, Face Care and Hand Care; in retail value terms, 2012.*

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