

PRESS RELEASE

Beiersdorf appoints new CFO

Hamburg, May 7, 2015 – Beiersdorf appoints Jesper Andersen to the Executive Board as of May 18, 2015.

Born in Denmark, Jesper Andersen (45) has held several management positions at Colgate-Palmolive worldwide since 1994, most recently in New York as CFO North America.

Following an introductory phase, Jesper Andersen will gradually take over responsibility for the Finance Division from Ulrich Schmidt (62) as of September 1. Ulrich Schmidt will retire at the end of the Annual General Meeting on March 31, 2016. He has worked at Beiersdorf for over 30 years in a variety of management positions.

“Jesper Andersen’s career and professional success illustrate the internationalization of Beiersdorf,” said Reinhard Pöllath, Chairman of the Supervisory Board. “Ulrich Schmidt is rounding off more than 30 years’ successful work at Beiersdorf with this orderly transition. His extensive expertise and foresight have been instrumental in shaping Beiersdorf for many years.”

“We are pleased that Jesper Andersen will be joining our management team. His experience in finance on three different continents will play a significant role in continuing to drive our company forward,” said CEO Stefan F. Heidenreich. “Ulrich Schmidt is and always will be a member of the Beiersdorf family, and represents the core values of our company – together we have successfully transformed Beiersdorf in the last few years with our Blue Agenda.”

Jesper Andersen holds a Master Degree in Economics and Business Administration from Aarhus school of Business in Denmark, and began his career at Colgate-Palmolive in 1994. In the following years, he held a number of managerial positions in the area of finance, including in Europe, Asia, and North America. He is married and has three children.

About Beiersdorf AG

Beiersdorf AG is a leading provider of innovative, high-quality skin care products and has over 130 years of experience in this market segment. The Hamburg-based company has over 17,000 employees worldwide and is listed on the DAX, the German benchmark equities index. Beiersdorf generated sales of €6.3 billion in financial year 2014. NIVEA, the world's No. 1 skin care brand*, is the cornerstone of the company's brand portfolio, which also includes brands such as Eucerin, La Prairie, Labello, and Hansaplast/Elastoplast. 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 categories Body Care, Face Care, and Hand Care; in retail value terms, 2013.*

Contact:

Beiersdorf AG

Inken Hollmann-Peters

Vice President Corporate Communications & Sustainability

Tel.: +49 (0)40 4909-2001

E-mail: cc@beiersdorf.com