

PRESS RELEASE

NIVEA Named “Best Business Partner 2016” by JD.com in China

- JD’s most important prize goes to NIVEA for 2016
- The prize was awarded at JD’s annual FMCG supplier meeting in Beijing on February 16
- Carol Feng, President of JD FMCG Division, handed over the prize

Hamburg, February 28, 2017 – On February 16, 2017, when JD hosted its annual FMCG supplier meeting in Beijing, NIVEA was awarded with JD’s most important prize: “**Best Business Partner**” for 2016. Carol Feng, President of JD FMCG Division handed over the prize. NIVEA was the only skin care brand among the ten nominated brands from FMCG.

“We are incredibly proud to get this recognition from JD.com against the backdrop of strong Chinese and international cosmetic brands. Such an achievement must be seen in connection with our incredible sales performance on JD.com. After a great year in 2015, we continued our strong growth with NIVEA on the JD platform,” says General Manager of Beiersdorf China, Mr. John Zhang, who accepted the award.

“NIVEA became one of the first global strategic partners of JD.com at the end of 2015 that allowed us to cooperate much more closely and expand our business. NIVEA MEN became JD’s ‘Men’s Skin Care Category Captain’ and we closely cooperate with JD’s university program,” adds E-Commerce Director of Beiersdorf China, Mr. Howard Yang. “The partnership has established a great connection between the account management team of JD and our marketing and sales people. This allows very easy alignment even on a daily basis.”

The prize of “Best Business Partner” is the highest prize that JD.com has to honor its suppliers. The criteria of this award are not only good sales performance during the year, but also a deep cross-functional cooperation with the JD.com FMCG division.

JD.com is one of NIVEA’s biggest online customers in China. Via the JD.com channel, Chinese NIVEA products are sold to Chinese consumers, while also via JD worldwide, their overseas cross-border e-commerce channel, German NIVEA products are offered to Chinese consumers as imports as well.

About JD.com

JD.com, Inc. is China’s leading online direct sales company and the country’s largest internet company by revenue. Founded in 1998, the company strives to provide consumers with the very best online shopping experience. With its rich content and very user-friendly websites and mobile apps, JD.com provides a large choice of authentic products from nearly all consumer product categories at very competitive prices and delivers its products quickly and reliably. The

company itself claims to have the largest infrastructure of all e-commerce companies in China. As of September 30, 2016, JD.com operated seven fulfillment centers and 254 warehouses, and in total 6,780 delivery stations and pickup stations in 2,646 counties and districts across China, staffed by its own employees. JD.com is a member of the NASDAQ100 and a Fortune Global 500 company. Beyond China, JD.com is ranked among the top three online retailers globally.

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 €6.8 billion in financial year 2016. 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, 2015.

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