

PRESS RELEASE

Next Generation Web Google Presents Mobile App Innovation from NIVEA

- NIVEA presented with progressive web app best practice at Google I/O 2017
- Introduction of new NIVEA app as part of loyalty program in summer 2017
- Innovative web technology offers additional mobile features such as web payment

Hamburg, May 18, 2017 – Internet usage on mobile devices continues to increase – since last October, for the first time, mobile usage is outpacing desktop usage worldwide¹. At Google I/O, Google's Developer Conference in Mountain View (May 17th-19th), trends in app development are one of the main topics. A best practice from Europe: the new Progressive Web App (PWA) from NIVEA which will be rolled out this summer as part of the brand's loyalty program "NIVEA for me." Unlike the "native apps," which are familiar from app stores like Google, Apple or Amazon, PWAs are platform-independent applications, which can be accessed from all common smartphones, tablets or other mobile devices.

"We very consciously chose a PWA over a native Android app. We want to be able to provide all mobile NIVEA.de users with easy access to our mobile services," says Thorsten Schapmann, Head of Digital Marketing NIVEA Germany. More than half of the users already access the NIVEA website from a mobile device. "With this innovative web technology, Beiersdorf is a first mover in the FMCG industry and once again highlights its strong consumer orientation." Anticipating new web technologies, testing them and getting them ready for the market for the brand world is part of Beiersdorf's digital innovation process. Alexander Komoroske, Group Product Manager Google adds: "It's great to see NIVEA joining a collection of other forward-thinking companies around the world who are building Progressive Web Apps to give their users the best possible experience on mobile web."

The new NIVEA web app offers consumers all the important features of a native app, like push messaging, home screen integration, offline use, access to camera features for an easy sales receipt upload as well as a general user experience designed for mobile use and intuitive navigation. Furthermore, the PWA also offers additional features such as shorter load times, update-on-use, and the integration of web payment, a mobile payment method in which users do not have to enter their data every time they pay. At the Google I/O a prototype is used, which

¹ StatCounter, Desktop vs Mobile vs Tablet Market Share Worldwide, Apr 2016 to Apr 2017

has already integrated some of these features. Schapmann concludes, “We therewith provide our consumers an innovative and seamless user experience including web payment for fast and convenient mobile checkout.”

Neveling.net is responsible for the mobile development of the new NIVEA PWA. The technical project management is supported by the digital communication agency TenFour.

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 fiscal 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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