
PRESS STATEMENT

Beiersdorf Mourns the Loss of Hans-Otto Wöbcke

September 7, 2017 – Hamburg. Beiersdorf mourns Hans-Otto Wöbcke. The former CEO and long-time member of the Supervisory Board of Beiersdorf AG died on September 3, 2017, at the age of 87 in Hamburg.

Hans-Otto Wöbcke played a significant role in shaping the development of Beiersdorf for over 30 years. After he started at the company in 1971, he became a member of the Board in 1974 and CEO in 1989. After he retired from the Board in 1994, he was a member of the Supervisory Board of Beiersdorf AG for ten more years.

“In Hans-Otto Wöbcke, Beiersdorf is not just losing an important figure, but also a special human who with passion, vision and energy set the right course for the successful development of the company,” said Chairman of the Supervisory Board, Dr. Reinhard Pöllath.

“Throughout his life Hans-Otto Wöbcke was closely connected to Beiersdorf. He recognized the great potential of our NIVEA brand and began its successful expansion into an umbrella brand. For this he deserves our sincere thanks and recognition. Our sympathies and condolences go out to his family”, said CEO of Beiersdorf AG, Stefan F. Heidenreich.

Hans-Otto Wöbcke has earned great merit for his extraordinary commitment for the company. All Beiersdorf employees will keep him in good memory.

Curriculum Vitae of Hans-Otto Wöbcke

8.8.1930	Born in Offenau near Elmshorn (Schleswig-Holstein)
1951-1956	After high school, business administration training at an agency and then worked for two service companies
1957-1969	Unilever Germany
1957	Traineeship, various management positions in marketing
1966-1969	General Sales Management for the German Detergent Business
1969-1971	Edeka Headquarters – Executive
1971	Beiersdorf AG
1971	Authorized Representative
1974	Deputy Board Member Beiersdorf AG
1975	Board Member Beiersdorf AG, Head of cosmed Division (until 1989): expanded NIVEA to an umbrella brand for skin care
1988	Vice CEO Beiersdorf AG
1989-1994	CEO Beiersdorf AG
1994-2004	Member of Supervisory Board of Beiersdorf AG
3.9.2017	Hans-Otto Wöbcke dies at the age of 87 in Hamburg

About Beiersdorf AG

Beiersdorf AG is a leading supplier of innovative and high-quality skin care products and has over 130 years of experience in this market segment. The company, headquartered in Hamburg, employs about 18,000 people around the world and is listed in the DAX, the German stock exchange. In 2016, Beiersdorf achieved a turnover of 6.8 Billion Euros. The world's largest skin care brand*, NIVEA, is the heart of the company's brand portfolio, which also includes Eucerin, La Prairie, Labello and Hansaplast. The affiliate tesa SE, also one of the world's leading producers in its segment, supplies self-adhesive products and system solutions for industry, craft manufacturers and consumers.

** Euromonitor International Limited; by brand in the categories of face, body and hand care; retail sales 2016.*

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