



PRESS RELEASE

NIVEA MEN & Real Madrid kickoff deal on global scale “Preparation is everything”

- NIVEA MEN and Real Madrid announce global partnership covering 70+ countries.
- Global study proves high relevance and correlation of preparation, sports, grooming and the self-confidence of men.
- NIVEA MEN launches exclusive video with preparation insights from the locker room with Real Madrid players Sergio Ramos, Marcelo, Isco and Lucas Vázquez.

Madrid, November 27, 2017 – Two champions build one global team: NIVEA MEN, global market leader in men care, and world-famous football club Real Madrid C.F., are rolling out their partnership in 70 countries. For the kickoff of their global collaboration, NIVEA MEN showcases the importance of preparation, thus activating men worldwide to unlock their full potential in their everyday lives.

NIVEA MEN and Real Madrid have been successful partners since 2013 in select countries. Now, Stefan F. Heidenreich, Beiersdorf Chairman of the Executive Board and Florentino Pérez Rodríguez, club president of Real Madrid C.F. have signed a five-year contract extending their partnership globally. “Modern football and men care make a great match, both standing for values like confidence, togetherness, passion and mastery. Therefore, we are excited to bring our cooperation with the world-famous football club Real Madrid to a global level,” says Beiersdorf CEO Stefan F. Heidenreich.

Real Madrid has more than 500 million fans worldwide and is the club with the highest brand value (FORBES 2013-2016). “Men around the world share a big passion for football,” says Thomas Ingelfinger, Executive Board Member Europe, Beiersdorf AG. “Positioning NIVEA MEN and its care products in this environment enables a powerful, emotional bond with the male target group.” An international study¹ that accompanies the global partnership rollout underlines the relevance of bringing together NIVEA MEN with the Real Madrid team: 71 percent of men confirmed that they have more trust in the quality and performance of products or brands when they know that they are being used by professionals.

Global study: preparation boosts self-confidence of men

“Besides our values, the importance of thorough preparation strongly binds NIVEA MEN and football together. Being prepared makes men feel better in their skin and more self-confident,” continues Ingelfinger. “Even superior talent is nothing without confidence: believing in yourself,

¹ Online survey conducted by Statista in November 2017, on behalf of Beiersdorf AG, representative with 250 men between 18 and 69 per country: Austria, Bolivia, Chile, China, Greece, Hungary, Indonesia, Korea, Malaysia, Mexico, Paraguay, Peru, Poland, Saudi Arabia, South Africa, Spain, Thailand, United Arab Emirates and Vietnam.



your skills and in your team is what has the power to rule the game.”

NIVEA MEN is using the global rollout of the partnership with Real Madrid to activate men to unlock their full potential by preparing themselves for the challenges in their everyday lives – because preparation proves to be one of the greatest sources for self-confidence. The study was conducted among 18-to-69-year-old men in 19 countries and reveals: 92 percent of men consider feeling good in their skin as relevant for their performance, be it in sports or at work.

Preparation insights from the locker room: video of Real Madrid players

Furthermore, 79 percent of men in the study confirm that sport professionals and their preparation routines are a valuable source of inspiration to enhance their own preparation and performance. NIVEA MEN therefore offers an exceptional look behind the scenes of Real Madrid: In a video, Sergio Ramos, Marcelo, Isco and Lucas Vázquez share personal insights from the locker room. Fans get to know the "men behind the players" – their rituals, their motivations and their preparation techniques.

“Thanks to the trusting collaboration with Real Madrid we are able to give football fans such moments of unique closeness,” says Ingelfinger. “Through this we inspire men to prepare and become the best possible versions of themselves.” Throughout the five-year contract, NIVEA MEN will continue to innovate and produce a wide range of marketing activities featuring Real Madrid players as protagonists across touchpoints like point of sales, TV, in-stadium and social platforms. With the digital power of both brands, online activities will remain a major focus to address the target group.

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Press Contact

Inken Hollmann-Peters

Vice President Corporate Communications & Sustainability

Phone: +49 40 4909-2001

E-Mail: cc@beiersdorf.com

About NIVEA MEN

With NIVEA MEN, Beiersdorf was the first cosmetics manufacturer to develop a cross-category grooming series for men in 1986, and today is the global market leader in this segment. The range includes products from the areas of cleansing, shaving, aftershave, face, deodorant and hair care. In addition to the successful collaboration with world champion football coach of the German National Team, Joachim Löw, the company cooperates on the local level with the



Italian football club AC Milan, Paris Saint-Germain and Liverpool FC. With the Spanish club Real Madrid C.F. the first global partnership was signed – more than 70 countries are part of the five-year contract.

About Real Madrid C.F.

Real Madrid is the most successful club of all-time. With 115 years of history, it has a record list of honors: 12 European Cups, 2 Club World Cup, 3 Intercontinental Cups, 4 European Supercups and 33 Ligas, among other titles. FIFA has recognized Real Madrid as the Best Club of the 20th Century, and the prestigious publication Forbes considers Real Madrid as the most valuable sports team in the world. Its successes and the values that identify it as a universal brand ensure Real Madrid receives maximum admiration from millions of followers in each continent, and its name is associated with the sponsorship of big global companies, leaders in their respective sectors, that want to tie their brand to the values that the club represents. Therefore, the value of the brand and the desire of the club to guarantee the full satisfaction of millions of followers have encouraged the development of a great variety of products, services and communication channels which have been tailored for its followers.

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 around 18,000 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, 2016.