

PRESS RELEASE

Beiersdorf appoints new Executive Board Member

Hamburg, February 3, 2017 – Beiersdorf will appoint Vincent Warnery to the Executive Board of Beiersdorf AG effective February 15, 2017. In his new position, he will oversee the brands Eucerin, Hansaplast and La Prairie. Until November 2016 Vincent Warnery served as Senior Vice President and Head of the Global Consumer Health business at Sanofi S.A., Paris.

“In recent years, Beiersdorf has achieved strong growth, particularly with NIVEA, on the basis of its successful Blue Agenda strategy,” said Stefan F. Heidenreich, CEO of Beiersdorf AG. “For Eucerin, Hansaplast and La Prairie we see lots of growth potential in the future that we intend to leverage through investments and innovation, helped by new management and new business opportunities. With Mr. Warnery’s appointment, we are adding a manager to our Executive Board who has the expertise and international experience we need in this area. We are happy that Vincent Warnery is joining our management team.”

Vincent Warnery was born in France. After earning his master’s degree in business administration in 1991, he began his career at Procter & Gamble in France. He later joined L’Oréal, where he worked for 15 years and held a number of senior positions in Europe, Asia and Latin America. He joined Sanofi in 2011. 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 €6.8 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.*

Contact:

Beiersdorf AG

Inken Hollmann-Peters

Vice President Corporate Communications & Sustainability

Phone: +49 40 4909-2001

E-Mail: cc@beiersdorf.com