

## PRESSESTATEMENT

### Beiersdorf Mourns Dr. Hellmut Kruse

**January 29, 2018 – Hamburg.** Beiersdorf mourns Dr. Hellmut Kruse. The former CEO and Supervisory Board Member of Beiersdorf AG died on January 25, 2018, at the age of 91 in Hamburg.

Hellmut Kruse had a major influence on the development of Beiersdorf for over 30 years. After he started at the company in 1961, in the same year he became a temporary Board Member, and two years later, a regular member of the Board and in 1979, its CEO. In 1989 he left the Board and was then a member of the Supervisory Board of Beiersdorf AG for another five years.

“With Hellmut Kruse Beiersdorf has lost a great figure and a special person, who with passion, vision and drive built up our international business in the 1960s thereby setting the course for the successful development of the company,” the Chairman of the Supervisory Board, Dr. Reinhard Pöllath said in recognition of the deceased.

“Hellmut Kruse was not just a true Hamburg businessman in the best sense, he was also a great Beiersdorfer, who felt connected to our company throughout his life. He recognized the potential of our brand on an international level and advanced our worldwide business during his entire career. For this we owe him our gratitude and our greatest appreciation. Our sympathy and condolences go to his family,” said CEO Stefan F. Heidenreich.

Dr. Hellmut Kruse dedicated himself with his entire intelligence, his instinct for business and his extraordinary manpower to Beiersdorf, but also to the economy of Hamburg. With this extraordinary commitment to the company he accomplished great things. Beiersdorfers will always remember him.

#### CV Hellmut Kruse

05.19.1926	Born in Hamburg
1945–1948	Studied the History of Literature and Philosophy at the Universities of Hamburg and Fribourg in Switzerland
1948	Wrote doctorate at the University of Fribourg Translated French poet Baudelaire into German
1949–1961	Exporter and partner at Wiechers & Helm, Hamburg, the company of his father, Hans E.B. Kruse
05.20.1961	Started at Beiersdorf AG, on 09.01.1961 became temporary Board Member of Beiersdorf AG; Head of Foreign Business

1963	Board Member for Foreign Business
1975	AG Temporary CEO of Beiersdorf AG
1979–1989	Board Member of Beiersdorf AG
1989–1994	Member of Beiersdorf's Supervisory Board
01.25.2018	Hellmut Kruse died at the age of 91 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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