

Press Release

NIVEA – the “Digital Genius“ in German FMCG sector

Hamburg, (March 21th, 2018) – The recently published ranking for the digital performance of FMCG brands of one of the leading digital ranking companies L2* names NIVEA to be German market leader and only “digital genius“ in the FMCG sector. In this way, Beiersdorf is on top of the report with a digital IQ of 157, improving by three ranks compared to the previous year. Moreover, NIVEA MEN is one of the winners of the survey.

The digital survey L2 annually evaluates the digital performance in the areas of “Website & E-Commerce“, “Digital Marketing“, “Social Media“ and “Mobile“, each classified in five grades. In the ranking, NIVEA achieved the highest score and additionally is the only brand awarded with the supreme title “Genius“. According to L2, “Digital Geniuses“ are a brands that reach out to the consumers through a multitude of devices and channels. In this context, NIVEA stands up to 74 other brands such as Pampers, L’Oréal and Philips.

“We are happy about the results of the L2 Digital IQ Index as it confirms that we are on the right track,“ says Ralph Gusko, Member of the Executive Board for brands at Beiersdorf AG. “We want to accelerate the NIVEA brand experience towards our consumers, across all channels. Therefore, we focus on digital solutions that provide a genuine added value.“ Digital competence was a key factor in competitiveness, he says. Besides a smart mix of owned platforms and cross-linking to other channels, Beiersdorf with NIVEA especially focuses on relevant content and services beyond its products. Moreover, the company invests in strategic, global partnerships with Amazon, JD.com or Alibaba and works on innovative digital solutions together with numerous start-ups. “Our digital strategy in Germany is consistently matching our consumers' expectations for digital brand management,“ adds Thorsten Shapmann, Head of Digital Marketing NIVEA Germany. “We are therefore pleased that the correctness of our strategy has been impressively proven by the renowned L2 survey.“

L2 particularly praises the extensive product pages and the high visibility on online retail platforms such as Amazon. In the field of digital marketing, NIVEA was also able to convince through the skillful use of email marketing and desktop display advertising. NIVEA could collect additional points with the innovative live chat for customers. In the area of social media, NIVEA is able to generate remarkable reach and interaction rates – better than any other brand. YouTube, Instagram and Facebook were considered in this context. Overall, NIVEA maintains close contact with consumers on all three platforms and strengthens brand loyalty.

** About the digital rating company L2*

L2 is a member-based information service that rates the digital competence of brands and provides its members with data-driven insights through in-house research. Its digital IQ Index is the global benchmark for the digital performance of prestige brands. More information about L2 can be found [here](#).

About Beiersdorf AG

Beiersdorf AG is a leading provider of innovative, high-quality skin care products and has over 135 years of experience in this market segment. The Hamburg-based company has about 19,000 employees worldwide and is listed on the DAX, the German benchmark equities index. Beiersdorf generated sales of €7.1 billion in financial year 2017. Its product portfolio comprises strong, international leading skin and body care brands including NIVEA – the world’s largest skin care brand** – Eucerin, Hansaplast/Elastoplast, and La Prairie. Millions of people around the world choose the Beiersdorf brands every day for its innovative, high-quality products. Further renowned brands such as Labello, Florena, 8x4, Hidrofugal, arix, Aquaphor, SLEK, and Maestro round off the extensive portfolio. 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.

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