

## Ad Hoc Disclosure in accordance with Art. 17 MAR

Hamburg, 21.06.2018

### Changes on the Executive Board

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The Supervisory Board of Beiersdorf Aktiengesellschaft, Hamburg, and the Company's Chairman of the Executive Board, Stefan F. Heidenreich, have reached an amicable agreement at today's Supervisory Board meeting that he will resign from the Executive Board when his current term of office ends on December 31, 2019. Stefan F. Heidenreich will vacate his post earlier, if and when the Supervisory Board appoints a successor.

The Supervisory Board discussed the further development of the successful "Blue & Beyond" strategy, focused on Skin Care, including succession and corporate planning supported by growth investments as from 2019, also in preparation for the annual strategy and planning meetings in September and December 2018.

The Supervisory Board additionally assigned Executive Board member Stefan De Loecker – currently in charge of the "Near East/Americas" regions – the board responsibility for "Planning, Strategy and Corporate Development", as deputy of the Chairman of the Executive Board, as from July 1, 2018.

### 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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