

PRESS RELEASE

Beiersdorf appoints Stefan De Loecker as Chairman of the Executive Board effective January 1, 2019

Hamburg, October 15, 2018 – The Supervisory Board of Beiersdorf AG, Hamburg, has appointed Stefan De Loecker (51) as Chairman of the Executive Board effective January 1, 2019. He will succeed Stefan F. Heidenreich (55), who will step down from the Executive Board on December 31, 2018.

Prof. Dr. Reinhard Pöllath, Chairman of the Supervisory Board of Beiersdorf AG: “The Supervisory Board thanks Mr. Heidenreich for years full of energetic and great work, for a strategic breakthrough in ‘Blue’ and ‘Beyond’, and for his contribution towards succession and successor. I cordially join the thanks to him and his family and the best wishes for his future.”

Prof. Dr. Reinhard Pöllath further: “The Supervisory Board appreciates the accomplishments of Mr. De Loecker for growth and renewal. The Supervisory Board strongly supports the proposed concentration on consumers and consumer benefits, skin care, digitalization, internationalization, and sustainable growth.”

Stefan F. Heidenreich commented: “Beiersdorf is a very successful company today with great brands and highly engaged employees. A solid basis for Beiersdorf has been set to build a successful future on. I have closely worked together in recent years with my successor, Stefan De Loecker, and I wish him and the entire company every success for the future.”

Stefan De Loecker noted: “Beiersdorf is an outstanding company with great potential. I would like to express my thanks for the trust this appointment places in me. In my new position as Chairman of the Executive Board, I look forward to sustainably expanding Beiersdorf in close cooperation with my colleagues on the Executive Board, with the Supervisory Board and with all employees – for the benefit of consumers, shareholders, and society.”

Stefan De Loecker is a Belgian national and was born in Siegen (Germany) in 1967. After completing studies in Applied Economic Sciences at the University of Antwerp in Belgium, he began his career at the Nestlé Group, where he soon assumed international management responsibilities, initially in Belgium, then at the company’s headquarters in Switzerland and from 2001 in Germany. He was appointed Chief Executive Officer of Nestlé Rossiya LLC, Russia, in

2008. In 2011, he joined Tesco plc in the UK as COO and later assumed the position of CEO of Tesco Slovakia. He joined Beiersdorf AG in 2012, initially as Senior Vice President Near East. In 2014, he was appointed to the Executive Board and additionally took charge of the Americas region on April 1, 2016. He was named Deputy Chairman of the Executive Board on 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, 2017.

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