

PRESS RELEASE

Growing where the roots are: Cornerstone laid for the future Beiersdorf Campus

- First Mayor of Hamburg Dr. Peter Tschentscher: “Beiersdorf is building the company headquarters of the future”
- Investment of €250 million at the company’s home location in Eimsbüttel
- The new Group headquarters will serve as the centerpiece of the new campus
- Employees helped plan about 3,000 state-of-the-art work stations

Hamburg, March 29, 2019 – A huge construction pit and four cranes that shoot high into the sky are the most obvious signs of change: The Beiersdorf Campus is coming together at Beiersdorf AG’s site on Troplowitzstraße in Hamburg – a far-reaching investment in the future at this historic location. The company laid the cornerstone for the new facility during a ceremony this morning that was also attended by Hamburg’s First Mayor, Dr. Peter Tschentscher.

Group headquarters of the future

“Beiersdorf AG is building its headquarters of the future in Eimsbüttel. In doing so, it is remaining loyal to the location that the Group has called home for 135 years”, the First Mayor of Hamburg, Dr. Peter Tschentscher, said. “With its new headquarters, the DAX-listed company is making an important statement: Production and development can work just as well in an urban setting as administrative offices can. Hamburg, the attractive and diverse city that it is, serves as a strong magnet in the company’s efforts to recruit qualified skilled employees, individuals who play such a crucial role in Beiersdorf’s competitiveness.”

Investments in the home location of Beiersdorf in Eimsbüttel

During his speech, Beiersdorf Executive Board Chairman Stefan De Loecker underscored the importance of the construction project for the company, which has never been as international and diverse as it is today: “The entrepreneurial roots that are so important to us run deep in this area of Hamburg. With our investment of €250 million, we are taking advantage of the opportunity to consolidate Group functions that are currently split up among three locations. State-of-the-art work stations are being built for our employees here.”

Room for growth and cross-departmental collaboration

The new campus will bring together about 3,000 state-of-the-art office and lab work stations in the new and existing buildings. To ensure that these stations meet worker needs, employees from a range of different areas were brought into the planning process. The concept is also designed to underpin the new company strategy, C.A.R.E.+ This entails a realignment of the Consumer Business Segment, which generated more than 80 percent of Group sales in 2018. In light of the dramatic changes sweeping through the industry, Beiersdorf is planning to invest €70 million to €80 million in internationalization, innovations, digitalization and employee training each year. These investments will be designed to continue the high level of growth produced in recent years and to improve the quality of growth. The plus sign highlights the goal of creating more value for people and society over the long term. “The future Beiersdorf Campus is an expression of our ambition,” De Loecker said. “It is the appropriate symbol for the values that Beiersdorf embodies. We are talking about a long-term commitment and reliability on the one hand and openness and courage on the other.”

New Group headquarters as the centerpiece of the site

The future Beiersdorf Campus will include a number of new buildings that will complement existing facilities like the skin research center that opened in 2004. The centerpiece of the 60,000-square-meter site on Troplowitzstraße will be the new Group headquarters, which is scheduled to open in 2021. The building was designed by the highly respected Hamburg firm Hadi Teherani Architects. A new laboratory building designed by Brechensbauer, Weinhart and Partner of Munich will be erected on the site as well. Beiersdorf will also construct an additional office building (scheduled completion date: 2023), a new underground parking garage that will include an underground loading area and large outdoor areas where employees can exercise and relax. In all, the company will have an additional 100,000 square meters of area, both underground and above ground, available to it. All employees who are currently working in today’s headquarters on Unnastraße will move to the Beiersdorf Campus by 2023.

Double certification under LEED and WELL sought

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Pulsating residential and urban area planned on Unnastraße

Planning has already begun for the use of the area on Unnastraße where the headquarters is currently located. The place where Dr. Oscar Troplowitz laid the cornerstone for the positive growth of Beiersdorf 127 years ago is to become a lively residential and urban area. The urban planning competition will begin in April 2019 after city residents were given an extensive opportunity to voice their opinions about the

project last summer and fall. The work to turn the plans into a reality will begin once all employees have moved to Troplowitzstraße.

You will find this press release and the latest free photos of the cornerstone-laying ceremony at www.beiersdorf.com/presse.

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 around 20,000 employees worldwide and is listed on the DAX, the German benchmark equities index. Beiersdorf generated sales of over €7.2 billion in fiscal year 2018. The Beiersdorf product portfolio comprises strong, leading international skin and body care brands including NIVEA – the world’s largest skin care brand* – Eucerin, Hansaplast, and La Prairie. Millions of people around the world choose Beiersdorf each day for its innovative, high-quality products. Other renowned brands such as Labello, Aquaphor, Florena, 8x4, Hidrofugal, arix, SLEK and Maestro round off our 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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