

PRESS RELEASE

NIVEA Accelerator “NX” welcomes first five Korean beauty start-ups

- Beiersdorf aims to accelerate the next generation of beauty startups from Korea
- Over 200 beauty startups have been evaluated as part of the selection process
- An international jury selected the top five startups after a pitch competition

Hamburg, April 18th, 2019 – On April 2nd, Beiersdorf Korea selected the final top five beauty startups for its NIVEA Accelerator NX. The winners of this innovation program offer beauty initiatives from the areas beauty tech, eCommerce and indie brands.

“Trustful partnerships have been a key success factor at Beiersdorf for more than 135 years. With NX we can provide global opportunities for the first top five startups and bring innovative trends and insights from the pioneering Korean beauty market to Beiersdorf,” said Ralph Gusko, Executive Board Member for Asia Pacific at Beiersdorf.

The NX Accelerator in Korea is Beiersdorf’s first own acceleration program. The selection program included a thorough evaluation of more than 200 beauty startups in South Korea, based on criteria such as business potential, concept innovativeness as well as team capabilities. The 10 finalists were given the chance to present themselves to Beiersdorf in the pitch event held by NX in cooperation with WeWork Korea. International judges from Beiersdorf’s headquarters and Asia-Pacific offices as well as external experts selected the first batch for NX:

- **Unpa:** a beauty platform leveraging big data for product development
- **Reziena:** a beauty device with IFU technology for personalized anti-aging treatment
- **Limese:** a first-mover platform bringing Korean beauty brands into the Indian market
- **Glowhill:** an Indie brand committed to create the most imaginative skin care solutions
- **Panda:** an Indie brand providing handmade & fresh skin care products

“Beiersdorf is excited to collaborate with the first batch of NX startups. For the next year, NX will provide thorough support to the companies to maximize their potential throughout the whole value chain,” said Endrik Hasemann, General Manager Beiersdorf Korea. Exclusive benefits will include a strategic partnership agreement, seed investment, mentorship from Beiersdorf senior

executives as well as free office space. This space will be located at the WeWork Seoul Hongdae branch, a specially designed floor for collaboration between the startups and the NX team.

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 20,000 employees worldwide and is listed on the DAX, the German benchmark equities index. Beiersdorf generated sales of €7.2 billion in financial year 2018. 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, Aquaphor, Florena, 8x4, Hidrofugal, arix, 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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