

PRESS INFORMATION

Beiersdorf successfully completes acquisition of Coppertone

- Acquisition strengthens Beiersdorf's leading position as sun protection expert
- Transaction is the first major acquisition under the new C.A.R.E.+ strategy
- Beiersdorf enters the world's largest sun care market and expands its business in North America

Hamburg, August 30, 2019 – Beiersdorf has successfully completed the acquisition of the iconic sun care brand Coppertone. Effective August 30, 2019, Coppertone's global operations will be transferred from Bayer to Beiersdorf. The approximately 450 employees of the Coppertone business in the United States, Canada and China – including Sales, Marketing and Research & Development – as well as the production center in Cleveland, Tennessee (USA), will also join Beiersdorf on August 30, 2019. The closing is taking place just 16 weeks after the announcement of the planned transaction on May 13, 2019, for a purchase price of 550 million U.S. dollars.

"Today's official closing of the Coppertone transaction marks an important milestone in the implementation of our C.A.R.E.+ strategy," said Stefan De Loecker, Chief Executive Officer of Beiersdorf. "We are significantly investing in our core business skin care. With this acquisition we are gaining access to the world's largest sun protection market – the United States. We are convinced that this step will enable us to significantly accelerate our growth and presence particularly in North America."

With the acquisition of the Coppertone brand, Beiersdorf is further expanding its leading position in the global sun care business. Coppertone, a brand that is synonymous with sunscreen in the United States, generated sales of €181 million in 2018. "We are pleased to welcome Coppertone with its highly dedicated, experienced employees to the Beiersdorf family," Stefan De Loecker said. "Together, we will continue to develop this strong, iconic brand and leverage the growth potential of our global sun care business."

Sun protection has been a major pillar of Beiersdorf's skin care business for more than 80 years. As a result of the acquisition, the company will bring together three of the world's top sun care brands

under one roof: NIVEA Sun, the world's No. 1 sun care brand¹; Eucerin, the dermocosmetic brand providing tailored sun protection to individual skin needs; and Coppertone, the world's No. 5 and most well-known sun protection brand in the United States.

About Beiersdorf

Beiersdorf AG is a leading provider of innovative, high-quality skin care products and has more than 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 Beiersdorf brands every day because of their innovative, high-quality products. Further renowned brands such as Labello, Aquaphor, Florena, 8x4, Hidrofugal, arix, Maestro and Coppertone 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, 2018.

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¹ Euromonitor, Value Brand Shares, FY 2018