

PRESS RELEASE

Beiersdorf appoints WPP as global communications partner for iconic derma and healthcare brands

- A team bringing together WPP's world-leading technology, creative and medical expertise will serve as the lead agency for Beiersdorf's Eucerin and Hansaplast/Elastoplast brand portfolio.
- Expanded partnership to deliver integrated, data-driven and agile creative communication.
- Beiersdorf and WPP to officially start expanded partnership as of January 2020.

Hamburg, November 11, 2019 – Beiersdorf, a leading provider of innovative, high-quality skin care products, has appointed WPP to be the lead global agency for its iconic global derma and healthcare brands, including Eucerin and Hansaplast/Elastoplast.

A WPP team comprising Wunderman Thompson, thnk and the WPP Health Practice will deliver global strategy, digital, creative and analytics for Beiersdorf's derma and healthcare business. Following Beiersdorf's earlier decision to appoint Wunderman Thompson as lead digital campaign agency for its derma and healthcare brands, the partnership with WPP will be expanded as of January 2020.

"Over the last years we have seen a significant transformation in advertising realities, with a strong shift to digital. Teaming up with Wunderman Thompson was the first step to jointly conquer this market challenge that is especially intense for the derma and healthcare business," Vincent Warnery, Board Member for Beiersdorf's Pharmacy and Selective business, emphasized. "Expanding our partnership with WPP from digital to also creative and delivering an integrated model was the obvious choice to drive our already strong performance and ambitious growth agenda. Their customer-centric and data-driven approach, outstanding creativity and deep understanding of our business makes WPP the perfect partner for us," Warnery added.

Mel Edwards, CEO of Wunderman Thompson, said: "Eucerin and Hansaplast/Elastoplast products are used by consumers across the world, and we are delighted to have been appointed Beiersdorf's global strategic partner for these brands alongside our sister WPP agencies. WPP's strength lies in our collective ability to creatively position brands and deliver growth. For Beiersdorf this means harnessing the very best of our skincare and medical expertise."

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 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.

About WPP

WPP is a creative transformation company. We build better futures for our clients through an integrated offer of communications, experience, commerce and technology. For more information, visit <https://www.wpp.com/>.

Contact:

Beiersdorf AG

Inken Hollmann-Peters

Vice President Corporate Communications & Sustainability

Phone: +49 40 4909-2001

E-Mail: cc@beiersdorf.com

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Niken Wresniwiro

Head of Communications, WPP EMEA

Phone: +44 (0)20 7282 4600 / +44 (0)7876 005 489

E-Mail: niken.wresniwiro@wpp.com