

PRESS RELEASE

Beiersdorf acquires natural cosmetics brand STOP THE WATER WHILE USING ME!

- The Hamburg-based cosmetics line joined the Beiersdorf brand family as of February
- Partnership aims to accelerate the companies' shared efforts on climate and resource protection and bolster the impact of sustainable skin care
- STOP THE WATER WHILE USING ME! will continue to be managed as an independent business

Hamburg, February 5, 2020 – Effective immediately, Beiersdorf and STOP THE WATER WHILE USING ME! are joining forces – the natural cosmetics line became a member of the skin care company's global brand network in February. The two Hamburg-based partners intend to jointly intensify the impact of sustainable skin care and to further their commitment to climate and resource protection. Working closely together, the companies plan to develop joint sustainability initiatives in the future and create high-impact solutions for more sustainable action.

STOP THE WATER WHILE USING ME! has been pursuing a clear mission since 2011: "protect, save and donate water." With refillable systems and biodegradable skin care products, the brand systematically practices sustainability and promotes the responsible use of water resources. The product range comprises solid, waterless body and hair care products as well as shower, hand, body and oral hygiene items. STOP THE WATER WHILE USING ME! complements Beiersdorf's portfolio in the natural cosmetics segment and further bolsters the company's sustainable focus as part of its C.A.R.E.+ strategy. Business operations of the natural cosmetics brand will continue to be managed independently.

"STOP THE WATER WHILE USING ME! will strengthen the Beiersdorf brand family with innovative, natural skin care and the know-how of a highly dedicated team – the brand name embodies a purpose that has been lived authentically since the label was created. We are investing in the brand's vision and ideas because we believe that we can make a difference by joining forces," said Iain Holding, General Manager of Beiersdorf Germany/Switzerland. "Together we can combine our complementary expertise, beliefs and talents to drive sustainability projects and skin care with true added value for both consumers and the environment. We are pleased

that STOP THE WATER WHILE USING ME! has joined our Beiersdorf community and are looking forward to expanding our sustainability commitments in line with our C.A.R.E.+ strategy.”

Nina Witt, CEO of STOP THE WATER WHILE USING ME!, said: “We believe that our partnership with Beiersdorf will be a win-win-win for all sides: for STOP THE WATER WHILE USING ME!, for Beiersdorf and, above all, for the environment – through our shared sustainable mission. Beiersdorf will provide us with a working environment where we can independently advance our purpose work, spread the message of STOP THE WATER WHILE USING ME! and maximize our sustainability ambitions with a strong partner at our side. This enables us to generate an impact with our ideas much faster.”

About STOP THE WATER WHILE USING ME!

Water is life. Nonetheless, it is polluted, wasted and inequitably distributed every day. The Hamburg-based natural cosmetics label STOP THE WATER WHILE USING ME! is the world's first care series that appeals to consumers to protect water. Its clear mission: Protect, save and donate water. In carrying out this mission, the young team continuously develops products with a message, a message that encourages people to pause during their daily lives, rethink the status quo – and change it. The multiple-award winning care products can be found today in more than 150 design hotels and 350 stores around the world. The range comprises products that are used daily to care for the skin, hair and teeth – all based on sustainable, biodegradable materials.

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, Maestro and Coppertone 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, 2018.

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