

PRESS RELEASE

Face analysis from home: NIVEA launches an AI-based web app

- New NIVEA SKiN GUiDE web app analyses individual skin needs via "selfies"
- AI technology based on over 12 million skin images of 10,000 women
- Beiersdorf thus creates another digital milestone and more closeness to consumers

Hamburg, April 21st, 2020 – With the newly launched NIVEA SKiN GUiDE web app, Beiersdorf is sharing its many years of skin care expertise directly with consumers and is taking a decisive step towards digitalization. NIVEA SKiN GUiDE determines female users' individual skin needs virtually on the basis of their selfies and draws on extensive research data: More than 10,000 women worldwide have measured their skin every day for several months. The result is more than 12 million skin images, which Beiersdorf has analyzed with the help of artificial intelligence.

"As part of Beiersdorf's C.A.R.E.+ strategy, this innovation brings us even closer to our consumers and their diverse and individual skin care needs. With our NIVEA web app, users can find out what their skin really needs via their smartphone – especially in the current situation, home applications are in high demand," said Iain Holding, General Manager Beiersdorf Germany.

NIVEA SKiN GUiDE makes individual face analysis easy, fast and accessible to women by measuring three parameters of their skin: optical skin age, skin tightness and skin evenness. With each selfie, the web app learns more about its users' skin. On the basis of the analysis results, they learn which active ingredients they really need and receive personal product recommendations and skin care tips tailored to their needs. In addition, users can also document the long-term development of their skin in one of the web app's unique features, the digital skin diary.

"NIVEA SKiN GUiDE reflects both Beiersdorf's leading skin care expertise and our increasing degree of digitalization. On the one hand, the web app creates genuine added value for consumers in the area of skin care and directly connects us with them via digital channels. On the other hand, the large amount of high-quality data enables us to respond even better to the individual needs of our consumers and to create a truly personalized brand experience along the entire consumer journey," said Martin Böhm, Chief Digital Officer Beiersdorf.

About Beiersdorf AG

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 €7.6 billion in financial year 2019. 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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