

## PRESS RELEASE

### Beiersdorf invests in sustainable aerosol solutions

- Beiersdorf acquired equity stake in UK-based Salford Valve Company Ltd. (Salvalco)
- Venture capital investment in disruptive Eco-Valve technology in line with Beiersdorf's new sustainability agenda Care Beyond Skin
- Partnership to drive sustainable aerosol innovation within industry and Beiersdorf portfolio

**Hamburg, May 5, 2020** – Beiersdorf has acquired an equity stake in UK-based Salford Valve Company Ltd. (Salvalco), an engineering company developing innovative aerosol valves for use with ecologically sustainable propellants.

This investment by recently established OSCAR&PAUL Beiersdorf Venture Capital further underlines the company's ambition in driving disruptive initiatives and innovations under its C.A.R.E.+ strategy and new sustainability agenda. The partnership will strengthen Beiersdorf's footprint in sustainable packaging solutions. It also supports Salvalco's further research and the commercialization of the patented Eco-Valve technology, aiming to jointly bolster its global outreach.

Founded in 2013, Salvalco develops innovative aerosol valve systems, called Eco-Valve, based on prior research by the Spray Research Group at Salford University. The Eco-Valve technology allows eco-friendly, inert gases such as nitrogen or simple fresh air to be used as propellants in aerosol sprays, thus providing a more sustainable alternative to conventional aerosol propellants. Salvalco offers a family of different valve designs for a wide range of aerosol product solutions and applications.

“Our partnership with Salvalco provides significant potential to foster more eco-friendly aerosol innovations – across the global aerosol category as well as within the Beiersdorf portfolio,” said Michael Becker, Head of Global Packaging Research and Development at Beiersdorf.

Ascan Voswinckel, Head of OSCAR&PAUL Beiersdorf Venture Capital, added: “Salvalco is an exciting investment and fits with our recently extended corporate sustainability ambitions for a carbon positive future. In these very challenging times, we are particularly committed to investing in visionary and innovative companies. We are looking forward to supporting Salvalco in its progress and applying Beiersdorf's industry expertise in order to make a positive impact.”

Paul Martin, Chairman of Salvalco, said: “We are thrilled to have Beiersdorf on board. We believe that by collaborating with this high-profile consumer goods expert, we will significantly expand the potential of our Eco-Valve technology and accelerate our impact within the aerosol supply chain – for the benefit of the environment, consumers, and the industry. The partnership is also a great demonstration of a shared commitment to supporting the environment.”

## 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.

## About OSCAR&PAUL Beiersdorf Venture Capital

OSCAR&PAUL is the newly established platform for all internal and external ventures at Beiersdorf. While *OSCAR&PAUL Mastering Corporate Indie Brands* develops new brands and business models from within the company, *OSCAR&PAUL Beiersdorf Venture Capital* focuses on corporate investments in external strategic opportunities. True to Beiersdorf’s entrepreneurial DNA, *OSCAR&PAUL Beiersdorf Venture Capital* invests in innovative companies and start-ups, aiming to create mutual value and jointly drive the impact of disruptive technologies, new business models and skin care innovations.

## Contact:

### Beiersdorf AG

Inken Hollmann-Peters

Vice President Corporate Communications & Sustainability

Phone: +49 40 4909-2001

E-Mail: [cc@beiersdorf.com](mailto:cc@beiersdorf.com)

## About Salvalco

Salvalco (The Salford Valve Company Ltd.) develops and supplies aerosol valves for the personal care, home care, food, industrial and other sectors under the Eco-Valve name. Based in the UK, Salvalco supplies customers globally with a range of valves that deliver a high quality, stable aerosol from inert gas propellants using its patented “Bubbly Flow” technology.

## Contact:

### Salvalco

Peter Shaw

Managing Director

Phone: +44 1904 720020

E-mail: [petershaw@salvalco.com](mailto:petershaw@salvalco.com)