

PRESS RELEASE

Beiersdorf Standing up for Tolerance – With NIVEA and Drag Queen Olivia Jones

- In Germany, NIVEA is launching an initiative for more togetherness – irrespective of age, background, gender, and sexual orientation
- Limited Edition of NIVEA Creme in rainbow design and rainbow decoration for NIVEA Haus stores to mark pride season
- Digital campaign together with Hamburg's drag icon Olivia Jones and support of her school project "Olivia macht Schule" – an initiative for diversity, respect, and tolerance among children and their parents

Hamburg, June 9, 2020 – COVID-19 has scotched plans all over the world for the upcoming pride season. But at the same time, it has generated a great deal of creativity, commitment, and cohesion. With togetherness, respect, and tolerance being important now too – or indeed now more than ever – two iconic Hamburg names, NIVEA and drag queen Olivia Jones, are coming together to jointly stand up for lifestyle and identity diversity even without public gatherings.

NIVEA is here for everyone!

"In producing NIVEA Creme in a rainbow design, we are using our most important brand to make a commitment to diversity and send a clear signal," says General Manager Germany/Switzerland Iain Holding, emphasizing that diversity is important for the global company. "With our initiative for more togetherness, we wish to promote a world in which everyone can be who they want, without having to justify themselves. A world which is open and in which we all grow together," Holding continues.

To make this a reality, Beiersdorf is launching a Limited Edition of NIVEA Creme in rainbow colors to mark the pride season and will be raising the rainbow flag at its headquarters and also at the NIVEA stores in Hamburg and Berlin. "Starting in mid-June, the TV & Digital campaign 'NIVEA is for everyone' will also be launched, and we hope that we can use the colorful NIVEA Creme to promote diversity in stores and bathrooms throughout Germany," says Björn Böge, Senior Brand Manager NIVEA Creme,

as one of the creative minds behind the campaign, which is presented on the NIVEA website at www.nivea.de/miteinander.

Our partnership with drag queen Olivia Jones

We also sought out a strong partner to help us successfully champion a colorful, diverse reality – someone who is a Hamburg icon just like NIVEA and who is known throughout Germany and further afield, too. Olivia Jones is a role model for many people who wish to practice and promote liberty, enjoyment of life, and individuality. “I want to inspire other people to live, to try things out and to show who and how you are or want to be – irrespective of age, background, gender, or sexual orientation. All it takes is tolerance, some courage and openness,” says drag queen Olivia Jones. Many a time, she has dispelled people’s fears and prejudices with her untiring commitment.

One of her most important projects is “Olivia macht Schule,” a school project which evolved out of her highly regarded children’s book *Keine Angst in Andersrum* (not being afraid of being different). In this project, members of the Olivia Jones family – first and foremost drag queen Veuve Noire – go to schools to teach kids about tolerance, diversity, and respect, with the aim of putting an end to intolerance, bullying, and marginalization. This project is more than merely a labor of love – it is something that affects us all, because to achieve an open-minded future, we have to start with the youngest in society. Beiersdorf and NIVEA are proud to support Olivia with her “Olivia macht Schule” project and to promote diversity and tolerance with her in joint social media clips.

“Be You @Beiersdorf” employee community delighted with the campaign

The fact that NIVEA is taking a public stand with its “More togetherness” campaign and has entered into a partnership with Olivia Jones has gone down well with the Beiersdorf staff, and in particular with the “Be You @Beiersdorf” network. Established last year, this network champions LGBTIQ+* topics among the workforce. “Our aim is to have a tolerant work environment in which employees and external partners can feel free and can contribute in their many facets irrespective of their sexuality or gender identity,” explains founding member Ralph Zimmerer, Vice President, Global NIVEA Brand & Design. “We believe everyone on this planet should be able to show their true self, their true identity. Diversity is something which enriches us in every way – both professionally and personally. I am proud that NIVEA is championing open-mindedness within society with this campaign.”

* The acronym LGBTIQ+ stands for lesbian, gay, bisexual, transgender, intergender, queer and more.

About Olivia Jones

Olivia Jones (50) takes tourists on walking tours of Hamburg's St. Pauli neighborhood, organizes party port and city tours, and runs bars and clubs on Hamburg's famous street Große Freiheit. She also has a keen sense of social commitment, in particular regarding education, tolerance, and diversity: she is the first drag queen in the world to have run for political office, with a symbolically flamboyant election campaign, has introduced the long-running religious TV message "Das Wort zum Sonntag," and is one of only a few hundred Germans to have been able to vote in the last Federal President election. Her first children's book *Keine Angst in Andersrum* (not being afraid of being different) was a topic of conversation the length and breadth of Germany. Members of the Olivia Jones family of artists now visit schools to combat marginalization and bullying, speak at the conferences of German kindergarten and training heads, and organize free tours of St. Pauli for school classes on Germany's annual Day of Open Monuments. Info: www.olivia-jones.de

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 as umbrella brand in the categories Face Care, Body Care, and Hand Care; in retail value terms, 2018.

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