

PRESS RELEASE

Beiersdorf

NIVEA MEN and Google Lens create a new brand experience

- NIVEA MEN product packaging becomes scannable with the help of Google Lens technology
- The "Lens-Experiences" of the limited edition offer product information and entertainment
- Beiersdorf is thus pursuing an innovative path to further strengthen consumer connection

Hamburg, September 9, 2020 - NIVEA MEN "Active Energy Wake-Up Instant Effect Gel" now offers three unique, digitally retrievable experiences via a new type of product packaging. Scanning the product packaging with Google Lens activates application tips, extensive product information and an interactive encounter with actor and Grimme Prize winner Edin Hasanović, the shooting star of the young Netflix generation in Germany. These experiences were developed especially for the exclusive partnership with Google. This special edition of the face care product, limited to 1,000 pieces, combines Beiersdorf's over 135 years of experience in skin care and the powerful technology of Google Lens.

"This innovation enables us to strengthen the connection to our consumers in a new and unique way," explains Martin Böhm, Chief Digital Officer at Beiersdorf. "With the interactive Google Lens technology, we can offer a customizable, multi-faceted brand experience directly on the product and at the point of sale. We are convinced that this technology and the way we use it as a brand can revolutionize the shopping experience," Böhm continued.

"One of the weaknesses of offline shopping is the lack of product information. Shoppers stand in the store and want to know: What is the story behind the ingredients? Which cream is right for my skin? Information they can now obtain by looking at a product," explains Achim Rietze, Strategy Lead, Google ZOO. "We are excited to help NIVEA MEN turn their products into an interactive experience. The use of Google Lens opens up completely new possibilities for retailers - thanks to computer vision technology and AI."

The limited packaging of NIVEA MEN "Active Energy Wake-Up Instant Effect Gel" is available from today exclusively and for a limited time at NIVEA Haus Hamburg on Jungfernstieg.

About Google Lens & the collaboration with NIVEA MEN

Google Lens is an image recognition technology developed by Google. It is designed to gather relevant information about objects by pointing the camera of a phone at the object. The Google Lens is integrated into the standard Android camera app and can be accessed by iOS users via the Google app. In a close cooperation between Google and Beiersdorf, the three different Lens Experiences were realized together and now examined in a "Learn and Improve" approach for their everyday use and application potential.

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 no. 1 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, 2019.*

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