

PRESS RELEASE

LGBTIQ+ Network Be You @Beiersdorf Newcomer of the Year

- Commitment of the Company's employee network honoured with "Rising Star Award 2020" of the PROUT AT WORK foundation
- The NIVEA manufacturer is committed to an inclusive corporate culture and supports the diversity of sexuality and gender identity of its employees

Hamburg, October 16, 2020 – With commitment and creativity, the LGBTIQ+ network Be You @Beiersdorf has this year taken a stand for the diversity of lifestyles and identities in the working environment – within the company and beyond. In recognition of this work, yesterday the employee community received the "Rising Star Award 2020" from the German PROUT AT WORK foundation. PROUT AT WORK promotes the interests of LGBTIQ+ people in the working environment.*

"We were particularly impressed by the fact that the Be You activities are not only directed inwards within the company, but also involve cooperation with external partners from the LGBTIQ+ community. We are also impressed by the support from the company and top management and the close integration with the NIVEA brand and its campaign for more togetherness and diversity. This shows us that the commitment is serious and sustainable," explains Albert Kehrer, CEO of PROUT AT WORK.

Comprehensive Program for Diversity and LGBTIQ+ in the Company

The Be You team is very pleased with this recognition and is proud that it has been able to set up a comprehensive program for diversity and LGBTIQ+ people this year, despite all the adversities of the coronavirus pandemic. "We even managed to hold our own Pride Week – which we named #PRIDEINSIDE – at the end of July. In addition to online training and Pride talks on the intranet, this included on-site activities – naturally in line with a corresponding COVID-19 hygiene concept," reports founding member Ralph Zimmerer, Vice President Global NIVEA Brand Identity & Brand Capability, representing the Be You team. "We toured for six days in a rainbow-colored Volkswagen bus through our Hamburg plants to the NIVEA Haus and through the Hanseatic city. We distributed a total of 10,000 tins of the NIVEA Creme Rainbow Edition, which Beiersdorf launched on the German market in June. That and the positive reactions of our colleagues and passers-by in Hamburg were fantastic."

Employee communities are important drivers of diversity and inclusion in the company

Misel Ahom, the new Global Director of Diversity & Inclusion for Beiersdorf, is also very proud for the team that with this award, the network's initiative is recognized: "Employee communities like Be You are an important pillar of our work to accelerate diversity & inclusion for all within the company and help drive awareness and cultural change."

Be You @Beiersdorf was founded last year by Beiersdorf employees and is dedicated to LGBTIQ+ topics in the workforce and beyond in society, providing personal and professional support for the LGBTIQ+ community within the company. "We are in the process of expanding the Be You footprint. 2021 is about rolling out Be You globally and reinforcing the commitment to our LGBTIQ+ community that Beiersdorf is an inclusive place where everyone can thrive," says Misel Ahom.

About PROUT AT WORK

PROUT AT WORK is a nonprofit foundation that promotes a nondiscriminatory and open working environment where diversity is valued and encouraged. It is committed to mutual understanding and equal opportunities for people of all sexual orientations, gender identities, and gender expressions in the workplace. Their commitment to a nondiscriminatory, open working environment and the reduction of homophobia involves press work and events, commissioning and publishing studies, guidebooks, and information material, and exchange and cooperation with professional LGBTIQ+ networks. Further information is available at <http://www.proutatwork.de/en>.

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, atrix, 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.

* LGBTIQ+ is an abbreviation for lesbian, gay, bisexual, transgender, intergender, queer, and more.

** 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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