

PRESS RELEASE

Beiersdorf continues to focus on innovation and builds technology center in Hamburg

- Beiersdorf invests over €60 million at its home location in Hamburg
- Technology center will strengthen the DAX Group's innovation capacity and competitiveness
- Interdisciplinary teams will rethink the future and use room to experiment

Hamburg, November 19, 2020 – Beiersdorf invests in the future and constructs a state-of-the-art technology center in Hamburg. By the end of 2024, a center for rethinking the future will be created in Troplowitzstraße. The technology center will strengthen the connection between Research & Development and Production, while creating an environment that invites ideas from outside the company. Employees will have the freedom to experiment, test and produce cosmetic innovations – even on a small scale.

Important building block of the C.A.R.E.+ strategy

The investment is one of the initiatives announced within the framework of the C.A.R.E.+ strategy. “Despite the crisis, we are focusing on innovation and investing more than €60 million in a technology center. With this investment, we are strengthening our innovative culture and we are significantly expanding our position as the world’s leading skin care expert,” says CEO Stefan De Loecker. “This is a strong signal and demonstrates the strength of our company to continue our success through innovation in future.”

Expertise and pioneering technologies

The technology center will offer room for exchange and cooperation – not only between internal experts, but also with external partners. This includes universities, research institutes or start-ups, but also customers and suppliers. “From the idea to the finished product, the new technology center will allow us to include all areas in the development process: from new product formulas, new technologies and new packaging developments to completely new production processes and marketing ideas,” De Loecker continues. “The excellent technical equipment will allow us to shorten the time needed to develop and test prototypes and new products and to make them marketable.”

Loyalty to the city of Hamburg

“Hamburg is one of Europe’s pioneering technology sites. Science, research and business are closely connected and develop new products together. The future technology center of

Beiersdorf AG is a great gain for our city's innovation landscape," said First Mayor of Hamburg, Dr. Peter Tschentscher, when Stefan De Loecker presented the plans to him. "As a family-friendly, diverse and international city, Hamburg offers a great environment for skilled and qualified employees from around the globe."

Investment in Germany

This ambitious project will strengthen Beiersdorf's innovativeness, especially in the areas of personalization, digitalization and sustainability. It underlines the Company's commitment to Germany as a business location, where Beiersdorf is again increasing its investments in new construction and expansion projects: The DAX Group is investing more than half a billion euros in the "Beiersdorf Campus" at its home base in Hamburg and in a new plant in Leipzig-Seehausen. The technology center will be built in a central location in the direct vicinity to the new Group headquarters and the production center Beiersdorf Manufacturing Hamburg GmbH at the corner of Wiesingerweg/Tropfowitzstraße. Over the course of 2024, it will also complete the Beiersdorf Campus from an urban development perspective.

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. The Beiersdorf product portfolio comprises strong, leading international skin and body care brands including NIVEA – the world's number one in skin care* – Eucerin, Hansaplast, and La Prairie. Millions of people around the world choose Beiersdorf brands every day because of their innovative, high-quality products. Other renowned brands such as Labello, Aquaphor, Florena, 8X4, Hidrofugal, arix, Maestro and Coppertone round off our 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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