

PRESS RELEASE

NIVEA announces Peter Schmidt Group as new lead agency design partner

- Peter Schmidt Group selected by Beiersdorf as new global lead agency design partner for NIVEA
- Within a new design agency model, NIVEA will work together with one strategy and brand identity lead partner and a pool of challenger packaging design agencies with regional and category focus
- The cooperation between Beiersdorf and Peter Schmidt Group will kick-off in March 2021

Hamburg, March 18, 2021 – Beiersdorf's iconic skin care brand NIVEA has a new strategy lead design partner: Peter Schmidt Group was selected as the new global lead agency for the brand identity. As part of its new Design Agency Model, NIVEA plans to work with Peter Schmidt Group and a pool of challenger packaging design agencies with regional and category focus in the future. With Studio Blue the Peter Schmidt Group therefore forms an independent unit in its office in Hamburg that exclusively serves NIVEA.

As lead design partner Peter Schmidt Group will create an integrated visual translation of NIVEA's brand strategy and define visual and non-visual brand properties across the consumer journey. During this creative process product packaging will be at the center of attention. Among all other touchpoints it is by far the closest to the consumer – whether in retail or at home in the bathroom. Beiersdorf and Peter Schmidt Group will start their cooperation in March 2021. As design and brand experts, the Peter Schmidt Group is an excellent completion to our bespoke communication agency Publicis OneTouch.

Corinna Asmus, Global Head of NIVEA Brand Identity: "Peter Schmidt Group is a great fit as strategy lead agency within our new model and we are looking forward to a strong partnership in order to manage the NIVEA brand consistency and coherence around the world. The agency's unique combination of excellent brand management know-how and packaging design expertise will help us to define the NIVEA brand identity across all touchpoints in a clear and efficient way. Our goal is to own more brand properties in consumers' minds and to increase brand equity." Ralph Zimmerer, Vice President NIVEA Brand Identity & Capability, underlines: "Peter Schmidt Group will support us in the ongoing development of the brand appearance and its implementation across the consumer journey. Together, we'll move to a next level of contemporary NIVEA design, while at the same time we keep what's iconic, familiar and positive about the brand. We look forward to the collaboration with Peter Schmidt Group within our new agency model."

Ruediger Goetz, Managing Director of the Peter Schmidt Group: "With NIVEA, we are gaining a very special brand icon from Germany that has outstanding international appeal. We are more

than proud and look forward to working with a team on the customer side that we have always found to be extremely constructive and motivating in pitch process of the recent months."

Beiersdorf Brand Identity and Global Procurement Marketing departments led jointly a tailor-made agency selection process contributing to overarching business strategy. The next step in the setup of the new NIVEA design agency model consists of the selection of three to five packaging design agencies, which will work as challenger and sparring partner, adding regional insights and category knowledge to shape NIVEA's brand identity for the future.

During the selection process Beiersdorf were supported by "cherrypicker", one of the top agency management consultancies in Europe and a design agency expert.

About Beiersdorf AG

Beiersdorf has stood for innovative, high-quality skin care products as well as pioneering skin research for more than 135 years. Leading international brands such as NIVEA, the world's no. 1 skin care brand*, EUCERIN (dermocosmetics), LA PRAIRIE (selective cosmetics), and HANSAPLAST/ELASTOPLAST (plasters and wound care) are cherished by millions of people around the world day after day. Other renowned brands such as LABELLO, AQUAPHOR, FLORENA, 8X4, HIDROFUGAL, GAMMON, COPPERTONE, MAESTRO, CHAUL, and STOP THE WATER WHILE USING ME! round off our extensive portfolio. Through the wholly owned affiliate tesa SE, Beiersdorf is also a globally leading manufacturer of technical adhesive tapes and provides self-adhesive solutions to industry, craft businesses, and consumers.

The Hamburg-based company generated sales of €7,025 million as well as an operating result (EBIT) of €828 million in fiscal year 2020. Beiersdorf has more than 20,000 employees worldwide, who are connected by shared core values, a strong corporate culture and the Beiersdorf purpose "Care Beyond Skin." With its [C.A.R.E.+](#) business strategy, the company pursues a multi-year investment program focusing on competitive, sustainable growth. The program is consistent with the ambitious [sustainability agenda](#), with which Beiersdorf is generating clear added value for consumers, society, and the environment.

* Source: Euromonitor International Limited; NIVEA by umbrella brand name in the categories Body Care, Face Care, and Hand Care; in retail value terms, 2019.

Additional information can be found at www.beiersdorf.com.

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