

PRESS RELEASE

Change in the Executive Board of Beiersdorf AG

Hamburg, April 1, 2021 – The Supervisory Board of Beiersdorf AG today announced that Executive Board member Asim Naseer (51) has decided to leave the company at the end of his contract. Naseer had been Chief Marketing Officer for NIVEA since January 2019. His responsibilities will be taken over by CEO Stefan De Loecker until further notice.

"We would like to thank Asim Naseer for his commitment to shaping the NIVEA brand," said Prof. Dr. Reinhard Pöllath, Chairman of Beiersdorf's Supervisory Board. "Under Asim's leadership, the brand has been further strengthened and a new bespoke agency model has been introduced," De Loecker emphasized. "We wish Asim all the best for his professional and personal future."

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.