

## Change in the Executive Board of Beiersdorf AG

- Chief Executive Officer Stefan De Loecker to step down from the Board by mutual agreement effective June 30, 2021
- Vincent Warnery to take over as Chief Executive Officer effective from May 1, 2021

**Hamburg, April 27, 2021** – The Supervisory Board of Beiersdorf AG and the Chief Executive Officer Stefan De Loecker (53), today mutually agreed on the termination of his Executive Board mandate effective June 30, 2021. The Supervisory Board appointed Vincent Warnery (52) as the company's new Chief Executive Officer effective May 1, 2021. Warnery has been a member of Beiersdorf's Executive Board since February 2017 and was previously responsible for the Pharmacy & Selective division with the Eucerin, Hansaplast, and La Prairie brands as well as the North American business.

"On behalf of the whole of Beiersdorf, the Supervisory Board would like to thank Mr. De Loecker for his outstanding achievements over many years. He has made a decisive and lasting contribution to the company," said Prof. Dr. Reinhard Pöllath, Chairman of the Supervisory Board of Beiersdorf AG. "With the C.A.R.E.+ strategy, Mr. De Loecker focused Beiersdorf on digitalization, sustainability and internationalization and strategically equipped the skin care company for the future. Beiersdorf will benefit considerably from this in the long term. We wish him and his family all the very best for the future and I am looking forward to stay in touch."

Stefan De Loecker stated: "I would like to thank all employees, customers, and partners for the great cooperation over the past years. My goal was to strengthen Beiersdorf in an era of digital disruption and environmental challenges to keep the company on track for success in the long term. I am convinced that we have laid this foundation. I personally wish my successor as CEO, Vincent Warnery, all the best and every success on the journey ahead."

Pöllath continued, "Mr. Warnery knows Beiersdorf from years of successful Executive Board work. With his deep skin care experience and successful track record, he brings the right momentum to our joint efforts for Beiersdorf's future. We thank him for his hands-on commitment to drive Beiersdorf forward."

Vincent Warnery said, "Beiersdorf is an outstanding company with great potential and an exceptional team. I have worked closely with Stefan De Loecker on the C.A.R.E.+ strategy over the last few years. I am now looking forward to continuing this work together with the Executive Board and all employees to continue the company's success."

Vincent Warnery has spent his entire professional life in the consumer health care and cosmetic industry. He started his career in Marketing at Procter & Gamble in 1991. In 1996 he joined L'Oréal where he successively held various marketing positions as well as local and regional general management positions in Portugal, Germany, Latin America, Japan and France. In 2011, he moved to Sanofi where he developed and led the Global Consumer Health Care Division until 2017. He then joined Beiersdorf where he took the responsibility for the Pharmacy & Selective brands (La Prairie, Eucerin, Hansaplast) and since 2020 the overall responsibility of Beiersdorf North America. Vincent Warnery is French and has three sons.

## About Beiersdorf AG

Beiersdorf has stood for innovative, high-quality skin care products as well as pioneering skin research for almost 140 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.

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