

PRESS RELEASE

Beiersdorf plans state-of-the-art hub in Leipzig

- In the coming years, Beiersdorf plans to invest €170 million in the construction of a hub in the direct vicinity of its new plant.
- With the combination of production site and hub, the company aims to position itself optimally to serve the future needs of consumers and customers.
- In addition to the 200 jobs at the plant, around 400 further jobs are to be created.

Hamburg/Leipzig (June 22, 2021) - Beiersdorf is planning to build a state-of-the-art hub for the European market in Leipzig, in the immediate vicinity of the company's new production plant. Over the next few years, 170 million euros are to be invested in the new hub – in addition to the 220 million euros for the plant. This would be the company's largest investment worldwide at a single location. To this end, Beiersdorf AG plans – subject to the decision of Leipzig's city council – to acquire the neighboring plot of land in the Leipzig-Seehausen II industrial estate, which covers around 12.5 hectares. Beiersdorf intends to entrust specialist service providers with the operational side of the business. This will create around 400 additional jobs in Leipzig – in addition to the initial 200 jobs in the production center.

"With the combination of production site and hub, Beiersdorf wants to position itself optimally for consumer habits and retail landscapes of the future and to create the conditions for state-of-the-art supply chain infrastructure in the heart of Europe," says Harald Emberger, Corporate Senior Vice President Supply Chain. "The interplay between production and hub offers unique development opportunities in this context to offer our customers completely new solutions. We would be delighted to be able to implement this project in the city of Leipzig, an attractive location with a skilled workforce and a good investment environment."

"With the Beiersdorf Group, an important industry is locating to Leipzig and this is a major new development opportunity for us," says Leipzig's Mayor, Burkhard Jung. "We are thus positioning ourselves more broadly in Leipzig, and hundreds of new, skilled jobs are being created. The

cosmetics industry in Germany has a turnover of around 8.8 billion euros¹ - which puts Germany in second place in the EU only behind France. With the new investment, one of the most important companies in this industry is setting up shop in Leipzig and making an economic promise for the future."

Beiersdorf has set itself ambitious goals in its sustainability agenda CARE BEYOND SKIN. For the new hub, the company is therefore aiming for CO2-neutral operations and relevant sustainability certification. In addition, the greening of the facades and roofs, as well as the installation of photovoltaic modules on the buildings is planned. A significant proportion of goods transport is to be handled by rail.

About the new plant in Leipzig-Seehausen

Beiersdorf is investing around €220 million in the construction of a new state-of-the-art production center in Saxony, thus expanding its production capacities in Europe. Pre-construction measures began in mid-December 2020, and since then the construction site in Seehausen has been visibly taking shape. Production is scheduled to start at the end of 2022. Around 200 employees will then work in the new plant in Leipzig-Seehausen. With the new building, Beiersdorf is aiming for LEED Gold certification as part of its commitment to sustainability. LEED (Leadership in Energy and Environmental Design) is an internationally recognized system for classifying sustainable buildings.

About Beiersdorf AG

Beiersdorf has represented innovative, high-quality skin and personal care 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 (adhesive bandages and wound care) are valued 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 the extensive portfolio. Through the wholly owned affiliate tesa SE, Beiersdorf is also a global leader in the manufacture of technical adhesive tapes and provides self-adhesive system solutions to industry, 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 is pursuing a multiyear investment

¹ <https://de.statista.com/statistik/daten/studie/257040/umfrage/umsatz-der-europaeischen-kosmetik-und-koerperpflegeindustrie-nach-laendern/>

program focusing on competitive, sustainable growth. The program is consistent with the ambitious sustainability agenda, with which Beiersdorf generates clear added value for consumers, society, and the environment.

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

For more information, go to

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