

Press Release

Changes in the Executive Board of Beiersdorf AG

Supervisory Board appoints two new members to the Board

- Patrick Rasquinet to take over Pharmacy & Selective division effective July 1, 2021
- Oswald Barckhahn to join the Executive Board as of October 15, 2021, and to assume responsibility for Europe and North America after transition

Hamburg, June 29, 2021 – The Supervisory Board of Beiersdorf AG has appointed two new members to the Executive Board: Patrick Rasquinet (53) and Oswald Barckhahn (53). Effective July 1, 2021, Rasquinet will take over responsibility for the Pharmacy & Selective division (Eucerin, Hansaplast, La Prairie) from Vincent Warnery, who was appointed Chief Executive Officer of Beiersdorf on May 1, 2021. Rasquinet began his career at Beiersdorf in 1993. He has spent his entire career in the cosmetics industry, working across four continents in Belgium, Brazil, South Korea, Russia, and the USA. Since 2010, he has led the Zurich-based selective cosmetics brand La Prairie.

Barckhahn joins the company from Jacobs Douwe Egberts in Amsterdam, the Netherlands, where he was President Europe and Head of Global Sales and E-Commerce. Barckhahn will be appointed to Beiersdorf's Executive Board effective October 15, 2021. After a transition phase he will assume responsibility for the cosmetics business in Europe and North America. Barckhahn will succeed Thomas Ingelfinger who will retire in 2022. Prior to joining Beiersdorf, Barckhahn held different executive management positions with PepsiCo and Procter & Gamble in Europe and North and South America.

"Patrick Rasquinet and Oswald Barckhahn bring a balanced mix to the Beiersdorf Executive Board, with their successful and truly global track records, combining inside and outside experiences," said Reinhard Pöllath, Chairman of the Supervisory Board. "Beiersdorf welcomes them to the C.A.R.E.+ effort of healthy growth."

Vincent Warnery, Chief Executive Officer of Beiersdorf, added: "I am very glad that Patrick Rasquinet and Oswald Barckhahn will further strengthen our management team. Both have demonstrated strategic vision and management experience that are needed to continue to lead the Pharmacy & Selective division and our businesses in Europe and North America into a successful future."

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About Beiersdorf AG

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