

Press Release

Beiersdorf donates €1 million to help in the affected flood regions

- As a sign of solidarity and to provide rapid local support, Beiersdorf donates €1 million to the flooded regions
- The donation goes to the German Red Cross (DRK) and the German Life Saving Association (DLRG), long-standing cooperation partners of Hansaplast and NIVEA
- Thoughts are with the people on the ground, thanks go to the relief workers

Hamburg, 19.07.2021 - With great concern, Beiersdorf has been following the news and images of destruction caused by the heavy rainfall in Germany, Austria, Belgium, and the Netherlands. As a sign of solidarity and to provide rapid support for those affected by the damage caused by the storms, Beiersdorf is donating €1 million. The amount will go immediately to the German Red Cross (DRK) as well as the respective national societies of the Red Cross in Benelux, and the German Life Saving Association (DLRG), which have been working tirelessly for days in the crisis regions.

"Stunned and deeply saddened, we witnessed the incredible damage caused by the storms in the individual regions over the past few days. Our thoughts are with the people who are mourning the loss of their loved ones or whose homes have been damaged and destroyed," said Vincent Warnery, Chairman of the Executive Board at Beiersdorf. "We have therefore decided to help quickly and unbureaucratically. Our thanks go to the many aid workers on the ground who are showing solidarity and sometimes risk their own lives to save people's lives and fight the floods."

Executive Board Member for Human Resources, Zhengrong Liu, adds: "Many of our employees have signaled that they would also like to support the people affected in the storm regions. Solidarity and mutual support are deeply rooted in Beiersdorf's values. We will offer our employees an uncomplicated way to donate in the next few days."

The DLRG deployed 25 water rescue teams with around 2,400 rescuers. According to the DLRG, the inflatable rescue boats have also proven their worth. Thanks to NIVEA's support, around 100 of these boats have been made available to the DLRG in recent years. With their help the rescue teams were able to save many people from their homes. According to the DLRG, the donation will be used to help people and families whose livelihoods have been affected by the floods to make a new start. Furthermore, input materials need to be acquired to guarantee the current and future operational capabilities.

More than 3,500 helpers are currently on permanent duty for the DRK. In addition to caring for those affected, the DRK also provides support with dam reinforcement and patient transport, as well as with air rescue in cooperation with other partners.

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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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