

Press Release

Beiersdorf celebrates diversity and tolerance with a Pride Festival

- Beiersdorf is hosting the "Pride Festival" on August 4th and 5th, with the aim of inspiring and challenging traditional opinions.
- The program promises a relaxed festival atmosphere, diverse LGBT*IQ topics, celebrity guests such as drag icon Olivia Jones, and authentic stories.
- In addition to the initiatives PROUT AT WORK and Queere Vernetzung Hamburg, Google, OTTO, Accenture and Deutsche Post DHL will be showing their support as cooperation partners.

Hamburg, 02.08.2021 - Beiersdorf is inviting to celebrate diversity and tolerance with a two-day public "Pride Festival" on August 4th and 5th. In line with the motto "Sharing the Pride together," the company has enlisted various major cooperation partners for the COVID-compliant event in virtual space. Prominent guests include Germany's most famous drag queen Olivia Jones, Veuve Noire, Corny Littmann and Imam Ludovic-Mohamed Zahed. Overall, the festival promises a mix of top-class entertainment and authentic stories. Beiersdorf colleagues are also showing their support for this event.

The Pride Festival is organized by the "BeYou @Beiersdorf" network. The community stands for a colorful and tolerant working environment and supports the interests of LGBT*IQ people. Within the company, it is an important pillar for diversity and inclusion: "At Beiersdorf, an open society and an inclusive working environment are important to us. To ensure that we do not pay lip service to this, we actively promote various aspects of diversity. Our goal is to raise awareness and promote tolerance – both within the company and beyond," emphasizes Misel Ahom, Global Director Diversity & Inclusion.

Varied program with many highlights

Visitors of the Beiersdorf "Pride Festival" can expect a varied program in a relaxed festival atmosphere. Olivia Jones and fellow drag queen Veuve Noire will talk about their joint educational project "Olivia macht Schule" to promote tolerance, diversity, and respect in schools and daycare centers. With theater man Corny Littmann, former president of FC St. Pauli, another Hamburg icon from the LGBT*IQ environment will be on the virtual stage. The French-Algerian Imam Ludovic-Mohamed Zahed will also be a guest. As an openly gay Muslim, he founded Europe's first inclusive mosque in Paris.

Diversity in the company will be represented by, among others, two panel discussions on the family life of a gay couple with a child and on the topic of trans*identity. "With our event, we want to inspire without lecturing and invite people to engage with LGBT*IQ and question traditional opinions," explains Piotr Specht, Global Brand Manager NIVEA Face Care, on behalf of the organizing team of "BeYou @Beiersdorf".

Contact

Corporate Communications
Anke Schmidt
Phone.: +49 40 4909-2001
Email: cc@beiersdorf.com

Cooperation partners: Achieving more together

Beiersdorf gained the initiatives PROUT AT WORK and Queere Vernetzung Hamburg as partners for the "Pride Festival," both of which are permanent cooperation partners of "BeYou @Beiersdorf." In addition, Beiersdorf succeeded in getting four major companies on board: Google, OTTO, Accenture, and Deutsche Post DHL. As inclusive employers, they are just as committed to diversity and inclusion as Beiersdorf. All four will report on the work of their in-house LGBT*IQ communities during the "Pride Festival" in key notes lasting approximately half an hour. Their statements:

Emre Celik and Jannette Flores of Pride@Google

*"Pride@Google is about belonging and celebrating the progress we have made as an LGBT*IQ community. However, there is still a lot of work to be done, which is why for us partnerships like the one with Beiersdorf are an essential contribution to a more colorful society."*

Ingo Bertram, Press Spokesman of OTTO & Co-Founder of MORE*, the queer network of the Otto Group

"At OTTO, no one has to hide anything, especially not because of their gender identity or sexual orientation. On the contrary: for us, queer people are an integral, important part of our society and therefore of us as a company. I am really pleased that we are able to support Beiersdorf at the Hamburg Pride Festival 2021."

Felix Steinhardt - Germany PRIDE Lead und Angelica Perez - Inclusion & Diversity Team Accenture DACH

"In our corporate culture, the principle of diversity is firmly anchored. It takes all of us to establish a culture of equality - both inside and outside our work environment. So, we are very happy to be part of the Beiersdorf Pride Festival by setting an example together with OTTO, Deutsche Post, Google as well as our strong Pride communities."

Peter Steinhoff, Spokesperson RainbowNet at Deutsche Post DHL Group

*"All diverse - All people - All equal: According to these principles, people from the rainbow community have their permanent place in our company. As the LGBT*IQ network RainbowNet, we are proud to support Beiersdorf's Pride Festival together with our Group in making it a success."*

You can access the program and livestream via the following website: [Pride Festival \(goes-virtual.de\)](https://pridefestival.goes-virtual.de)

* LGBT*IQ is an English abbreviation for Lesbian, Gay, Bisexual, Transgender, Intergender, Queer and more.

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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.

Additional information can be found at www.beiersdorf.com.

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