

# Press Release

Change in the Executive Board of Beiersdorf AG

## **Grita Loeb sack appointed as President NIVEA**

Hamburg, 16.12.2021 – The Supervisory Board of Beiersdorf AG has appointed Grita Loeb sack, 51, to the Company's Executive Board effective January 2022. In the newly created position as President NIVEA, she will take over the global management of the iconic brand. Grita Loeb sack joins from EssilorLuxottica, where she is currently Chief Marketing Officer Essilor.

"With Grita Loeb sack, Beiersdorf gains an experienced manager with broad international expertise in skin care and global brands. Leading the iconic NIVEA brand, she will be an excellent addition to the executive team in driving the implementation of the C.A.R.E.+ strategy," says Reinhard Pöllath, Chairman of Beiersdorf's Supervisory Board. "Beiersdorf welcomes Grita Loeb sack as a new member of the Executive Board and to the Beiersdorf family."

Vincent Warnery, Chairman of Beiersdorf's Executive Board, added: "I am very pleased that Grita Loeb sack will take over responsibility for our flagship brand NIVEA, leading it into an even more successful future. I am convinced that she will develop NIVEA into an even more global, digital, and sustainable brand inspiring our consumers around the world."

Grita Loeb sack, a German national, has broad management experience in skin care as well as global brand building through previous leadership roles at Essilor, Unilever and L'Oréal. She began her career in strategy consulting. In 1996, she joined L'Oréal where she held different marketing and business roles for 16 years e.g. as International Marketing Director Skincare L'Oréal Paris and Global Brand President Vichy. In 2012, she joined Unilever as Executive Vice President Global Skincare before joining Kering as CEO Fashion and Leathergoods for a diverse fashion portfolio. She then assumed responsibility at Essilor as Chief Marketing Officer and member of the Executive Committee. Grita Loeb sack graduated from the London School of Economics (Bachelor of Science, 1991) and INSEAD (MBA, 1995). Thanks to her international background (Brazil, Argentina, Philippines, UK, and France) she speaks five languages. She is married and has three children.

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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 €328 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, 2020.

Additional information can be found at [www.beiersdorf.com](http://www.beiersdorf.com).

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