

Press Release

Beiersdorf to acquire prestige beauty brand Chantecaille

- Acquisition to complement Beiersdorf's premium skin care offering with La Prairie
- Accelerates growth in North American and Asian markets in line with C.A.R.E.+ strategy
- Chantecaille to continue as an independently managed business in the Beiersdorf Group

Hamburg, December 21, 2021 – Beiersdorf AG announced today that it has entered into a definitive agreement to acquire Chantecaille Beaute Inc., USA, a leading prestige beauty company. Depending on the future development of the Chantecaille business, the enterprise value is between USD 590 million and USD 690 million. The company will continue to be managed separately as a complementary selective brand in the Beiersdorf Group next to La Prairie. The completion of the transaction is subject to merger control clearance as well as further customary closing conditions and is expected to close in the first quarter of 2022.

Founded by Sylvie Chantecaille in 1997, Chantecaille offers innovative skin care, fragrance and cosmetics products based on botanical ingredients combining efficacious formulas with a strong focus on sustainability and philanthropy. The company is headquartered in New York with global presence and a particular strength in North America and Asia. In 2021, it is expected that Chantecaille will generate global sales in excess of USD 100 million.

"Through the acquisition of Chantecaille, we are bolstering our portfolio in prestige beauty and strengthening our position, especially in the United States, China and Korea, which is a priority of our C.A.R.E.+ strategy," said Vincent Warnery, Chief Executive Officer of Beiersdorf. "We are pleased to welcome Chantecaille and its dedicated team to the Beiersdorf family. With its strong philanthropic approach, Chantecaille is a clarion voice for global environmental concerns and supports conservation efforts around the world that are in line with Beiersdorf's sustainability agenda CARE BEYOND SKIN."

"We looked very carefully for a great steward that could help take Chantecaille to the next level and continue to further Chantecaille's acceleration as a leader in natural beauty. The fact that Beiersdorf shares the same core values made them an ideal choice," said Sylvie Chantecaille, CEO and founder of Chantecaille.

Lazard acted as financial advisor to Beiersdorf, while Freshfields Bruckhaus Deringer provided legal advice. Jefferies acted as financial advisor to Chantecaille, while Kirkland & Ellis provided legal advice.

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, 2020.

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

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About Chantecaille Beaute Inc.

Chantecaille, the preeminent botanical beauty company known for natural, luxurious skincare, fragrance and beautifying cosmetics was founded in 1997 by beauty pioneer Sylvie Chantecaille. The line stands out for the uniquely high concentration of naturals and botanicals found in each groundbreaking formula and is also distinguished by the exceptional purity of its ingredients. Also integral to the company are a deep commitment to philanthropy and conservation, personal passions of the Chantecaille family which have become the company's platform for activism and change.

Additional information can be found at www.chantecaille.com

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