

# Press Release

## **Vincent Warnery Signs the LEAD Network's CEO Pledge for the Advancement of Women at Beiersdorf**

- CEO Vincent Warnery emphasizes Beiersdorf's commitment to greater diversity and gender equality by signing the CEO Pledge.
- By 2025, the Group intends to achieve gender parity at all management levels.
- The proportion of women on Beiersdorf's Executive Committee is now 33 percent.

**Hamburg, April 5, 2022** - The skincare company Beiersdorf is taking a further stand for more diversity: By signing the CEO Pledge of the LEAD Network (Leading Executives Advancing Diversity), CEO Vincent Warnery commits to promote the careers of women at Beiersdorf worldwide. This underscores Beiersdorf's Gender Parity Ambition announced last year: The company aims to achieve gender parity at all management levels by 2025.

"We have a responsibility as a company to specifically promote diversity and inclusion, and in doing so, also influence and bring about positive change in our society," said Vincent Warnery. "For me, signing the CEO Pledge is another important step in driving our commitment to gender parity. I truly believe that gender balance at all levels not only strengthens our innovative power, but also makes us a more attractive employer for international talent."

Mick Broekhof, cofounder and Secretary of the Executive Committee of the LEAD Network, welcomed the signing: "I am delighted that Vincent Warnery signed the CEO Pledge on behalf of Beiersdorf. With this signature, the Group is marking another milestone in our endeavors to achieve gender parity in the consumer goods industry."

### **Proportion of women in management positions at Beiersdorf continues to grow**

Beiersdorf has already made significant progress since introducing its Gender Parity Ambition. The share of female representation in global leadership population continuously increased to 47 percent since the company began reporting the numbers in 2017. With Grita Loeb sack being appointed as President NIVEA, after Astrid Hermann having joined the Executive Committee as CFO and Dr. Gitta Neufang as Head of R&D in 2021, the Group has moved the representation of women on the Executive Committee from 0 percent in 2017 to 33 percent today.

### **Contact**

Corporate Communications  
Anke Schmidt  
Phone: +49-40-4909-2001  
Email: [cc@beiersdorf.com](mailto:cc@beiersdorf.com)

## About the LEAD Network

The LEAD Network is a European nonprofit organization which focuses on increasing the proportion of female managers in the retail and consumer goods sectors. The aim is for female talent to be attracted, retained, and advanced through education, leadership, and business development. The LEAD Network firmly believes companies can create more sustainable value by leveraging the full talent pool and by giving women the opportunity to contribute their full potential in a diverse work environment.

## 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 Pairie (selective cosmetics), and Hansaplast/Elastoplast (plasters and wound care) are cherished by millions of people around the world day after day. Renowned brands such as Aquaphor, Coppertone, Chantecaille, Labello, 8x4, arix, Hidrofugal, Maestro, and Florena round off our extensive portfolio in the Consumer Business Segment. 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 €7,627 million as well as an operating result (EBIT) of €933 million in fiscal year 2021. 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).

[Twitter](#)  
[YouTube](#)  
[LinkedIn](#)  
[Xing](#)

## Contact

Corporate Communications  
Anke Schmidt  
Phone: +49-40-4909-2001  
Email: [cc@beiersdorf.com](mailto:cc@beiersdorf.com)