

Press Release

Changes in the Executive Board of Beiersdorf AG

Supervisory Board appoints Nicola Lafrentz

Hamburg, April 28, 2022 - The Supervisory Board of Beiersdorf AG has appointed Nicola Lafrentz (46) to the Executive Board effective May 1, 2022. She will succeed Zhengrong Liu (54) as Chief Human Resources Officer following a transition phase. Liu will leave the company with the end of his current contract.

Prof. Dr. Reinhard Pöllath, Chairman of the Supervisory Board of Beiersdorf AG underlined: "Nicola Lafrentz and her global HR team will focus on driving HR development. This is one of the most important contributions to Beiersdorf's future and is strongly supported by the Supervisory Board," said Pöllath. "Zhengrong Liu made this succession possible and will be accompanying it as well. He will leave Beiersdorf after his second term at the end of the year, after almost a decade of strong and very successful service. We will stay in touch, with Beiersdorf's gratitude and best wishes."

Nicola Lafrentz brings more than 20 years of international experience in a wide range of HR fields to her new role. She is also well known to the company. Lafrentz held a senior HR position at Beiersdorf from the beginning of 2015 until March 2021, serving as Vice President responsible for the HR strategy and implementation for various global functions. After a sabbatical, Nicola Lafrentz is now returning to the company.

CEO Vincent Warnery: "HR is a key driver of our transformation in the company. Nicola Lafrentz' experience in setting and driving the People Agenda as an integral part of the business strategy will be an excellent addition to our Executive Board team."

After studying Organizational Psychology and Management in the U.S. and Zimbabwe, Ms. Lafrentz began her career in HR consulting in 2001. She then took on various senior HR roles in Germany, Netherlands and Portugal for multinational FMCG companies like Bacardi-Martini and Mars before joining Beiersdorf in 2015. Lafrentz is married and has two children.

About Beiersdorf AG

Beiersdorf has stood for innovative, high-quality skin care products as well as pioneering skin research for 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.

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