

Press Release

Beiersdorf cares beyond skin First global volunteering day

- Nonprofit activities already started in 12 countries.
- Employees in Hamburg will take part in various activities to create a positive impact on local communities and the environment.

Hamburg, May 24, 2023 - What do a children's home in Peru, a forest in Lithuania and a dune area in Travemuende, Germany, have in common? Simply put: CARE BEYOND SKIN Day (CBS Day). Behind this name is an initiative that derives from the Beiersdorf Sustainability Agenda CARE BEYOND SKIN, which aims to promote Beiersdorf's social and ecological commitment to strengthening an inclusive society and sustainably improving environmental protection. In concrete terms, this means: From May through July 2023, all Beiersdorf employees worldwide have the opportunity to spend a workday supporting various social and environmental projects run by local charitable organizations. More than 700 Beiersdorf employees in 12 countries have already set a good example in the first weeks of the initiative: In Peru and Chile, for example, employees collaborated with an organization that assists children in need and renovated playgrounds and sports facilities, painted walls, and cleaned and restored facilities that belong to the organization.

"At Beiersdorf, we recognize our responsibility to foster positive change and are fully committed to strive to make our sustainability ambitions a reality," says Vincent Warnery, CEO of Beiersdorf. "That's why we are thrilled to announce our first-ever global volunteering initiative, the CARE BEYOND SKIN Day. From May to July 2023, more than 20,000 employees have the chance to devote one workday to participating in a joint initiative and make a difference in their communities while collectively contributing to the company's global efforts. These diverse acts of care will bring our Sustainability Agenda CARE BEYOND SKIN to life for a more inclusive society and lasting positive environmental impact."

During an internal global leadership conference held in Travemuende, Germany, at the beginning of May, more than 100 members of the Beiersdorf leadership team worldwide already demonstrated their commitment and engaged in volunteer work. Together with the local nature conservation organization Landschaftspflegeverein Dummersdorfer Ufer e.V., the Beiersdorf team removed sea buckthorn that had died off from a protected dune conservation area considered a threatened habitat, cleared trash from a local nature reserve and prepared oak seedlings for planting.

CEO Vincent Warnery: "To me, it is important that the entire Beiersdorf leadership team set a good example for our employees. That's why we used a few hours of our annual leadership conference to show our commitment to our Sustainability Agenda CARE BEYOND SKIN."

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Taking CARE to Hamburg

More than 3,000 Beiersdorf employees based in Hamburg will have the opportunity from May through July to use one workday to voluntarily participate in various environmental and social projects. The initiative is being carried out in collaboration with such local charitable organizations as tatkräftig e.V. and features a wide range of activities. From picking up trash to planting trees – the diversity of the volunteer opportunities is great but the goal for each of them is the same: to create a positive impact on local communities and the environment through personal involvement.

Realizing ambitious sustainability targets

Beiersdorf continues to put considerable effort into realizing its targets as part of the Sustainability Agenda CARE BEYOND SKIN and is making significant progress towards its climate targets. The company has set an ambitious climate target of reducing absolute Scope 1, 2, and 3 emissions by 30% by 2025 versus the base year 2018. In 2022, Beiersdorf reduced its absolute Scope 1, 2, and 3 emissions by 17%, which is a very good result, especially despite growth. Beiersdorf has recently been awarded a “Triple-A” rating by the Carbon Disclosure Project (CDP), a non-profit organization, as one of only 13 companies worldwide. CDP recognized Beiersdorf for its efforts to protect the climate, water, and forests with the top rating of “A”.

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 Prairie (selective cosmetics), and Hansaplast (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 €8.8 billion as well as an operating result (EBIT) of €1.2 billion in fiscal year 2022. 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, 2022.

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

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