

# Press Release

## **Official opening of the Beiersdorf Campus: A commitment to Hamburg and an investment in the future**

- DAX-listed company opens new corporate headquarters on Beiersdorfstrasse
- CEO Vincent Warnery: "With the Campus, we are creating a space for future innovation and further growth."
- Senator for Business and Innovation Dr. Melanie Leonhard: "Beiersdorf is sending an impressive signal of its connection to Hamburg."
- €250 million investment at home base
- Aiming for double certification in line with LEED and WELL standards

**Hamburg, September 11, 2023** - Beiersdorf is laying the foundations for further growth and innovation at its historic location in the heart of Hamburg. Today, Chief Executive Officer Vincent Warnery and Labor Director Nicola Lafrentz welcomed Hamburg's Senator for Business and Innovation, Dr. Melanie Leonhard, to open the new Beiersdorf Campus on the newly renamed Beiersdorfstrasse. This special moment also kicked off the two-day internal opening program, which celebrates the Group's new working environment together with its employees. On September 11 and 12, Beiersdorf employees can look forward to a diverse mix of keynotes from external experts such as Keith Ferrazzi, Dr. Julia Shaw, and Michael Trautmann on the topic of New Work, Beiersdorf's own fair with inspiring sessions from more than 25 internal teams, and a grand summer party with live music act Kelvin Jones as the final highlight.

"In constructing this Campus, we are clearly and proudly embracing our entrepreneurial roots. We have invested €250 million in the city where our success story as the inventor of modern skin care began 141 years ago," says CEO Vincent Warnery. "The Campus offers our employees the ideal space for exchange, inspiration and the development of new ideas in state-of-the-art workspaces - and thus the foundation for long-term success and further growth."

Dr. Melanie Leonhard, Senator for Business and Innovation of Hamburg: "Beiersdorf is part of Hamburg and can look back on a long entrepreneurial tradition in the Hanseatic city. For generations, Beiersdorf has been shaping the economy of this city and is thus also an important ambassador, carrying Hamburg's values and entrepreneurial spirit into the world. With the opening of its new corporate headquarters, Beiersdorf is sending an impressive signal of its connection to Hamburg and its commitment to the future."

The centerpiece of the Campus is the newly built corporate headquarters. "Our aspiration was to design the new working environment according to the needs and wishes of our employees. They played a key role in shaping this Campus even before it was completed. That is how the Campus has become what it is today. In the last few weeks, I was able to personally accompany many of our employees as they moved

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in: We are delighted with the overwhelming response that we have received,” adds Labor Director Nicola Lafrentz.

## Highly attractive working environment with comprehensive services

With an area of 51,000 square meters, the Campus provides a wide range of opportunities for dynamic working for around 3,000 employees at the Hamburg site. Employees have been involved from the beginning of the planning process, and their specific requirements were translated into the new working environments. This involvement took several forms, including the change network that was ultimately created and the detailed planning process that involved the teams in selecting suitable room modules based on their activity profiles. Employees also helped select furniture and name individual buildings.

As such, the floor plan and the design of the various room modules were specifically tailored to New Work and agile working methods. Numerous collaboration and communication spaces enable stronger interaction. A comprehensive range of services includes a wide selection of fresh and healthy food in the 1,500-square-meter Campus Restaurant, fitness and wellness programs, and services for bicycle repair, laundry and mail.

## Space for exchange and collaboration

The entire second floor provides state-of-the-art rooms for communication and collaboration. Employees can hold meetings and workshops there and choose between locations such as the Urban Lab, Garden of Creativity and In the Clouds or enter the Stage – a kind of speaker’s corner where knowledge and ideas can be shared. The spaces were designed by the renowned interior designers of the Ippolito Fleitz Group: They were responsible for the entire interior design on the Beiersdorf Campus, both in the new and in the existing buildings. The design of the corporate headquarters comes from the renowned Hamburg-based architectural firm Hadi Teherani Architects.

In addition to the newly built corporate headquarters and a new laboratory building, the Beiersdorf Campus also includes existing buildings such as the Skin Research Center, which opened in 2004. All buildings are connected via bridges. The location also features expansive outdoor areas with sports and recreation facilities for employees, as well as the company’s own Troplo Kids daycare center.

## Striving for dual WELL and LEED certification

The new building was constructed in accordance with the WELL standard. WELL is primarily focused on the health and well-being of employees: from the planning stage to the daily use of the building and the new working environments. Criteria such as office design, quiet areas, air quality, outdoor facilities and food quality are assessed. In addition, the new Group headquarters is to be awarded the LEED standard, an internationally recognized seal of approval for sustainability in building design.

*Press pictures related to the Beiersdorf Campus are available for download at this [link](#).*

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## 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](http://www.beiersdorf.com).

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