

## Press Release

### **Pierre Kröning appointed as Beiersdorf's new CIO and Managing Director of Beiersdorf IT**

**Hamburg, September 3, 2025** – Beiersdorf has appointed Pierre Kröning as new Chief Information Officer (CIO) and Managing Director of Beiersdorf IT at Beiersdorf Shared Services (BSS) effective September 1, 2025. In his new role, he will report directly to Astrid Hermann, Chief Financial Officer of Beiersdorf AG. Kröning succeeds Annette Hamann, who has left the company after many years of successful service.

Pierre Kröning has been with Beiersdorf for more than 20 years and gained extensive experience in IT, finance and strategy. In 2020, Kröning moved within the Beiersdorf Group to BSS, where he most recently headed the Data & Analytics, Finance & HR Applications division as Director. In this position, he played a key role in Beiersdorf's ongoing digital transformation - including the introduction of a comprehensive data- and analytics platform and the expansion of data-driven decision-making processes.

"Pierre knows our company very well and has made a decisive contribution to the strategic development of our IT organization in recent years," says Astrid Hermann, CFO at Beiersdorf. "With his expertise, his entrepreneurial thinking and his passion for digital innovations, he is the ideal candidate for this key role."

Pierre Kröning is taking over his new role with a clear vision: "I am proud to take over responsibility for our global IT organization. Together with our strong teams, I want to further develop IT as a strategic co-creator, i.e. as a partner who is actively involved in development processes from the outset. Modern IT is a driver of innovation, efficiency and growth. Our goal is to integrate technology deeply into Beiersdorf's value chain and create real added value for our brands, our partners and consumers."

Beiersdorf IT is one of three business units of Beiersdorf Shared Services GmbH (BSS), a wholly owned subsidiary of Beiersdorf AG. Headquartered in Hamburg with hubs in Poland, Mexico and India, the business unit sees itself as the "Home of Tech, Data & Digitalization". More than 400 employees make a measurable contribution to the "Win with Care" corporate strategy with their work on topics such as IT strategy and digitalization, data and automation, digital consumer experience, innovation, IT services and cyber security.

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## About Beiersdorf AG

Beiersdorf has stood for innovative skin care and pioneering skin research for over 140 years. The company headquartered in Hamburg, Germany, employs more than 22,000 people worldwide. In the fiscal year 2024 Beiersdorf generated sales of €9.9 billion and an operating result (EBIT excluding special factors) of €1.4 billion. Leading international brands such as NIVEA (the world's no. 1 skin care brand\*), Eucerin, La Prairie, and Hansaplast are cherished by millions of people around the world every day. Renowned brands such as Aquaphor, Coppertone, and Chantecaille complement the extensive portfolio in the Consumer Business Segment. Through its wholly owned subsidiary tesa SE, Beiersdorf is a globally leading manufacturer of technical adhesive tapes and provides self-adhesive solutions to industry, craft businesses, and consumers. Guided by the purpose 'Care Beyond Skin', Beiersdorf pursues an ambitious sustainability agenda with the target to achieve Net Zero emissions by 2045 and aims to champion a more inclusive society.

Additional information can be found at [www.beiersdorf.com](https://www.beiersdorf.com).

\* Source: Euromonitor International Limited; NIVEA by umbrella brand name in the categories Body Care, Face Care, and Hand Care; in retail value terms, 2024.

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