

## PEOPLE TRUST AND RESPONSIBILITY

We take responsibility for the people in our environment – within the company and in society. We promote the development of our employees, create an equitable and motivating work environment, and look after their health and safety. We place families at the core of our social commitment and support them through various long-term initiatives.



*Our  
commitment  
for 2020*

*By 2020, we aim to reach  
and improve the lives of  
one million families.  
(baseline year 2013)*

### OUR MEASURES IN 2014

- Continue our “Zero Accident” program
- Complete free individual health checks in the framework of the “good for me” initiative for more than 1,000 employees in Hamburg; based on the results, additional offers such as stress management seminars, back training and nutrition counseling were developed and offered
- Under the slogan “Bringing First Aid Home” Hansaplast developed a platform to enhance awareness of first aid – with a focus on education, first-aid know-how and prevention

### OUR ACHIEVEMENTS IN 2014

- - 60% occupational accidents in our worldwide production sites (incl. headquarters | 2012 vs 2014)
- 33 “NIVEA cares for family” projects worldwide
- 7 “Bringing First Aid Home” partnerships between Hansaplast and National Red Cross Societies

### OUR NEXT STEPS

- Roll out the “good for me” offer to more subsidiaries
- Expand our “NIVEA cares for family” and “Bringing First Aid Home” initiatives
- Develop a strategic platform for Eucerin’s social brand positioning
- Define a global approach for in-kind donations
- Roll out the “A closer look at products” company-wide campaign with a focus on raw materials, packaging and consumer engagement by the end of 2015

