

PRESS RELEASE

Beiersdorf reshuffles its management effective 2019

- Asim Naseer appointed to the Executive Board as Chief Marketing Officer for Consumer Brands as of January 1, 2019.
- Ramon A. Mirt appointed to the Executive Board to take over Near East and Americas regions from Stefan De Loecker effective March 2019.
- Ralph Gusko leaving Beiersdorf by mutual consent.
- New Executive Committee of the Consumer Business Segment to include Research & Development and Supply Chain.

Hamburg, December 4, 2018 – Beiersdorf will reshuffle its management starting January 1, 2019 when the new CEO Stefan De Loecker takes office.

Ralph Gusko, member of the Executive Board at Beiersdorf AG since July 2011 and until now responsible for brands, R&D as well as the Asia Pacific region, will leave the company by mutual consent. Ralph Gusko will continue his responsibility for the Asia Pacific region latest till the end of 2019.

Asim Naseer has been appointed to the Executive Board of Beiersdorf AG effective January 1, 2019 with the responsibility of Consumer Brands. Since 1999, Asim Naseer has held various leadership positions for Procter & Gamble – more recently he was the Global Marketing Director for Skin Care based in Singapore.

Ramon A. Mirt has been appointed to the Executive Board of Beiersdorf AG effective March 18, 2019. He will assume responsibility for the Near East and Americas regions from Stefan De Loecker. Ramon A. Mirt has more than 30 years of experience in the international consumer goods industry. He began working for Reckitt Benckiser in 2006 and served more recently as its Senior Vice President Central and Eastern Europe.

Management of the Beiersdorf Group's Consumer Business Segment will be overseen by a newly established Executive Committee starting in 2019. Aside from the Group Executive Board, the committee will include the Global Head of Research & Development, **Dr. May Shana'a**, as well as the Global Head of Supply Chain, **Harald Emberger**. Dr. May Shana'a has been working for Beiersdorf since 2014, and Harald Emberger since 2015.

“Ralph Gusko has stood out both as a pillar and a driver of worldwide Beiersdorf business throughout his long and consistently successful career. We thank him very much for all his contributions to our company and our brands,” says Prof. Reinhard Pöllath, Chairman of the Supervisory Board. “We welcome Asim Naseer and Ramon A. Mirt and their rich expertise. They will help Beiersdorf further deepen its commitment to international diversity and being closest to markets and consumers. The Supervisory Board fully supports the initiative to include R&D and Supply Chain into the top leadership team of the Consumer Business Segment.”

“We sincerely thank Ralph Gusko for his exceptional commitment and his successes in strategically building up and expanding our brands and regions. We regret that he is leaving the company,” says designated CEO Stefan De Loecker. “Asim Naseer has many years of broad international experiences in the successful development of Skin Care brands. Ramon A. Mirt will use his extensive market knowledge and insights to lead our two outstandingly positioned growth regions.” De Loecker further: “With Dr. May Shana’a and Harald Emberger, two key global functions will be integrated directly into the top level decision-making process for our Skin Care business. I am personally very excited and proud to address Beiersdorf’s repositioning and its next level development in the coming years together with this diverse and dynamic team.”

Asim Naseer (49) completed his bachelor degree in economics and political science at Northwestern University, USA, and received his Master of Business Administration at McGill University in Canada. Asim Naseer began his career in 1992 as Managing Director of a family textile company in Pakistan. In 1999, he joined Procter & Gamble, where in the beginning he was Brand Manager in Toronto and Dubai. From 2008 to 2012, Naseer was, among other things, responsible for the Middle East, North Africa and Pakistan regions as Associate Marketing Director of Skin & Personal Care – before assuming the role of the Global Marketing Director in Singapore.

Ramon A. Mirt (52) earned his certification as Public Accountant at the Universidad Central de Venezuela in Caracas. He began his career at Kraft Foods, where he initially worked in finance. He later assumed regional responsibility for Latin America. In 2006, he joined Reckitt Benckiser and subsequently assumed a number of management positions, including international assignments to Singapore and Russia. In 2014, he became Senior Vice President for Russia, Ukraine and the CIS countries. Since 2016, he has held the position of Senior Vice President Central and Eastern Europe.

About Beiersdorf AG

Beiersdorf AG is a leading provider of innovative, high-quality skin care products and has over 135 years of experience in this market segment. The Hamburg-based company has about 19,000 employees worldwide and is listed on the DAX, the German benchmark equities index. Beiersdorf generated sales of €7.1 billion in financial year 2017. Its product portfolio comprises strong, international leading skin and body care brands including NIVEA – the world’s largest skin care brand* – Eucerin, Hansaplast/Elastoplast, and La Prairie. Millions of people around the world choose the Beiersdorf brands every day for its innovative, high-quality products. Further renowned brands such as Labello, Florena, 8x4, Hidrofugal, arix, Aquaphor, SLEK, and Maestro round off the extensive portfolio. Beiersdorf’s wholly owned affiliate tesa SE, another globally leading manufacturer in its field, supplies self-adhesive products and system solutions to industry, craft businesses, and consumers.

* Source: Euromonitor International Limited; NIVEA by umbrella brand name in the categories Body Care, Face Care, and Hand Care; in retail value terms, 2017.

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