



FORMULA FOR
SUSTAINABLE PROGRESS



SUSTAINABILITY HIGHLIGHT
REPORT 2022

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About this Report

FORMULA FOR SUSTAINABLE PROGRESS: With our CARE BEYOND SKIN Sustainability Agenda, sustainable development and thus constant change are firmly anchored processes in our company. For nearly 20 years, we have kept our stakeholders informed of our strategic goals and progress on an annual basis through a variety of channels. This report summarizes the Consumer Business Segment's remarkable initiatives and measures from 2022.

TRANSPARENT & COMPARABLE: The Non-financial Statement (NFS) of the Beiersdorf Group (Consumer and tesa business segments) and Beiersdorf AG is published as part of the Annual Report. Here we report comprehensively in accordance with Germany's CSR Directive Implementation Act. We also follow guidelines set by the Global Reporting Initiative (GRI). The Consumer Business Segment's GRI Index for 2022 can be downloaded separately.

UP TO DATE: We are moving steadily and dynamically towards sustainability. We provide up-to-date information on what we are working on and the progress we are making on our Sustainability website. The "Reporting" section contains reports from previous years and other relevant documents on the subject.



Further information and key figures can be found here:

- [Non-financial Statement 2022 \(in the Annual Report\)](#)
- [GRI Index 2022 \(Consumer Business Segment\)](#)
- [Sustainability on the Beiersdorf website](#)

Dear Readers,

Reflecting on the past year, it was a tough one - with multiple crises around the world that have saddened and touched us. We were able as Beiersdorf to act on them and provide our support. One crisis above all stands out, however, persistently on-going and affecting us all: the global climate crisis and its effects.

This emergency needs our profound action, and I am pleased to highlight

some of our sustainability milestones of 2022 in this report.

First, I am extremely proud of our 'CDP Triple A' score, that we accomplished in 2022 for the first time.

This is an extraordinary, cross-functional achievement that proves that we are effectively 'transforming the norm'. More than 15,000 companies worldwide reported their data - only 13 companies achieved this highest



**A big Thank
You to all
Beiersdorfers and
our partners for
delivering such
great progress
in 2022."**

**Vincent Warnery,
CEO**



possible score of a 'Triple A'. It is a great honor and a strong motivation to be acknowledged as one of the leading companies.

This milestone shows the true impact of our CARE BEYOND SKIN Sustainability Agenda: Established in 2020, it has successfully driven the transformation across our whole company, and we are creating an impact for our consumers, the environment and society.

Speaking of our consumers: To transform our skin care products to more sustainable offers is key. And, we have made great progress on that. **One 'hero' product of 2022 has been NIVEA Soft with its more climate-friendly formula.** To get there has been an intense, and at times challenging journey. How do you transform an iconic product that is used by millions of consumers around the world and loved for its sensorial experience? Changing its formula to 95% renewable ingredients, 98% biodegradability and a 39% lower CO₂ footprint has been the mission of our R&D teams – and they did a tremendous job. Innovations like this create a true impact for our planet, our climate, and our consumers.

To decarbonize our business is our top priority and we delivered strong results in 2022: -17% absolute CO₂ emission reduction (vs. 2018). This is a fantastic step forward and it shows proof that we are well on track with our 'Climate Care' approach. Not only do we have one of the most ambitious targets in our industry, but we also implement significant measures to deliver against our 2025 target of achieving a 30% CO₂ emissions reduction in absolute terms and across our entire value chain (including Scope 1, 2 and 3).

Of course, we also drive sustainability beyond our own business.

Looking at 2022, the EcoBeauty Score Consortium is an excellent example of how we are transforming the industry. This unique collaboration of more than 60 cosmetics industry stakeholders aims to introduce a scoring system that displays a product's sustainability performance. An important step towards more transparency that will allow consumers to make more sustainable choices. I am looking forward to seeing the first visible impacts in 2023.

Also, in societal engagement, we took bold action in 2022. With our commitment to empower girls and young women, we are taking an active role in building a more inclusive society. I am proud that we have prolonged our partnerships with the NGOs Ashoka, CARE and Plan International who are driving our projects on the ground in Europe, Africa and Latin America. Through our support, we could already reach more than 231,000 people until the end of 2022. I am delighted to continue this important work jointly with our partners, including the expansion of projects to Asia.

Looking ahead, challenges will increase, and it will not be an easy journey. I am sure that – despite our good progress and the strong impact we are making with our CARE BEYOND SKIN Sustainability Agenda – we will face tough challenges in the future. Today, we are working hard to deliver towards our 2025 targets, which are ambitious, but achievable.

Looking beyond this timeline, we will have to tackle much higher ambitions. **To reach net-zero emissions will be the task in the decades to come.**

We will be able to do it – I am sure of that – because we can build on a strong history of innovation, deep passion, great team spirit, and intensive collaborative efforts – all of which are essential for a true sustainability transformation.

A big Thank You to all Beiersdorfers and our partners to deliver such great progress. I am happy to see the motivation of our teams throughout our company, who are challenging the status quo, who are driving projects forward, who are bringing new ideas and who are making our transformation happen every day. This 'change for the better' requires all of us to come together, with a can-do mindset and cross-functional effort at all levels. I look forward to continuing this journey together with all of you in this spirit.

Please enjoy reading this report. Your feedback and comments are highly welcome.



Vincent Warnery, CEO



We have been a companion in people's lives for more than 140 years – gaining a deep understanding of our consumers' needs along the way. As we have moved forward, we have always transformed ourselves, whilst doing our part in solving the challenges around us. This unique strength has brought us to where we are today – and will lead us into the future.

Touching millions of lives with our products every day comes with a great responsibility and an even greater opportunity. By translating the complexity of sustainability into effective skin care products and targeted environmental and social actions, we leverage our impact beyond our own operations: For a way of doing business that respects planetary boundaries and fosters social cohesion.

In an era that calls for ingenuity, foresight and joint actions, we bring our sustainability track record to the next level by transforming skin care for all, minimizing our environmental footprint and maximizing our social impact. All based on the latest scientific knowledge and with a strong focus on long-standing and trusting partnerships. With the energy and conviction of our more than 20,000 employees worldwide, we turn our ambitious targets into reality.

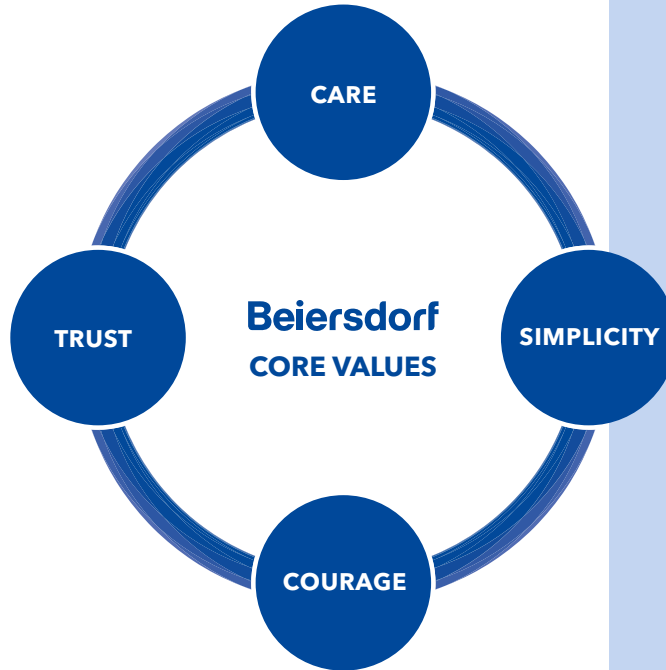
**WE CARE FOR SKIN
AND BEYOND.**

Consumer Business Segment

At a Glance

Our Consumer Business Segment has stood for high-quality, innovative skin and body care products for more than 140 years.

Day after day, we ensure that people around the world feel good in their skin.



Our corporate purpose & values

Our purpose Care Beyond Skin expresses our motivation to enhance people’s well-being and to do everything we can for society and the planet. In this context, we are guided by four core values - they provide the framework for our corporate culture and our daily collaboration:

CARE: We act responsibly - towards our employees and brands, as well as towards our consumers, society, and the environment.

SIMPLICITY: We focus on the essentials, strive for clarity, and make decisions quickly and pragmatically.

COURAGE: We learn from mistakes, see change as an opportunity, and set ambitious targets.

TRUST: We say what we mean, keep our promises, and treat everyone with respect.

KEY FACTS



Headquartered in Hamburg, Germany - since our founding in

1882



Over

170

locations and affiliates worldwide



Wide product range available in over

180

countries



13

top brands and numerous others

OUR BRANDS



Eucerin®



LA PRAIRIE
SWITZERLAND

C H A N T E C A I L L E



Coppertone.

Labello



IN
2022



16,419

employees
worldwide from
102 countries



7.1

billion euros in revenue



50

new patents filed



216

million euros
invested in research

Our commitment to sustainable development is award-winning



CLIMATE FORESTS WATER

The non-profit organization CDP awarded us a "Triple A" score in its 2022 rankings for our activities in the areas of climate, forests, and water. This makes us one of the 13 leading companies worldwide - and we are extremely proud of this! In its annual assessment, CDP ranks the environmental transparency and performance of more than 15,000 companies. This achievement is a milestone and confirms the successful implementation of our CARE BEYOND SKIN Sustainability Agenda.

Our CARE BEYOND SKIN Sustainability Agenda

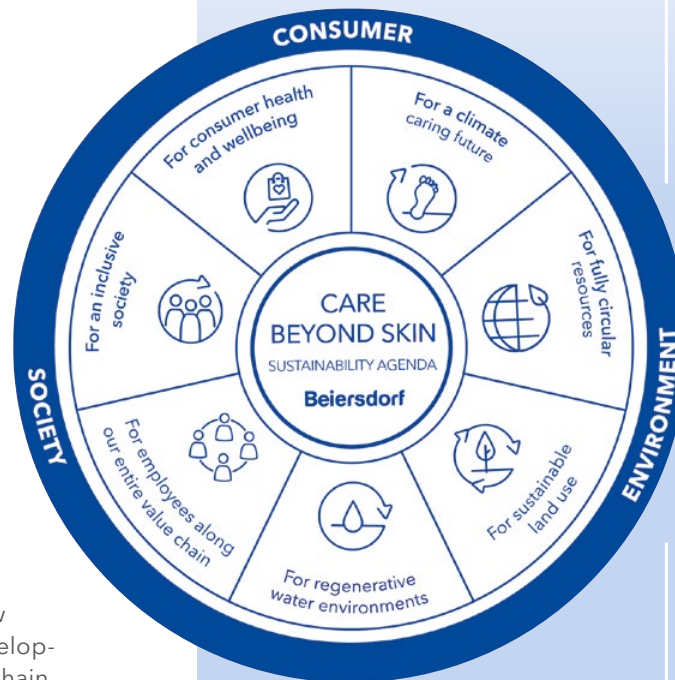
Strong and successful corporate governance, environmental protection and proactive social commitment – this is our holistic understanding of sustainability.

All three of these aspects are firmly anchored in our C.A.R.E.+ business strategy. But we take it one step further: Through our CARE BEYOND SKIN Sustainability Agenda, we are giving our ambitions – and our understanding of CARE – even more strategic weight.

The agenda comprises seven focus areas that illustrate how we influence sustainable development along our entire value chain. These focus areas serve as the daily compass that guides our strategic and operational activities and helps us to achieve the [Sustainable Development Goals \(SDGs\)](#).

To us, CARE BEYOND SKIN means bringing our values to life beyond our direct activities. We want to benefit our consumers, society as a whole and the environment. In this process, we consider ourselves fortunate to be able to count on the close collaboration of our employees and partners worldwide. Together, we are working to move closer to our ambitious sustainability targets.

OUR FOCUS AREAS



ENVIRONMENT

For a climate caring future

- Reduction of GHG emissions
- Renewable energy
- Use of renewable raw materials

For fully circular resources

- Renewable and biodegradable ingredients
- Refillable, reusable, or recyclable packaging
- Recycled content in packaging
- State-of-the-art waste management, reduction, and prevention

For sustainable land use

- Responsible sourcing
- Sustainable land use and smallholder support

For regenerative water environments

- Water use in production and products
- Water consumption during product usage
- Supply of clean drinking water
- Protection of marine habitats

CONSUMER

For consumer health and well-being

- Skin health
- Product safety
- Trust and transparency

SOCIETY

For employees along our entire value chain

- Health and safety
- Diversity and inclusion
- Human rights

For an inclusive society

- Empowering Girls
- Fighting the stigma of skin ailments – Eucerin
- First aid training for children

Our Partnerships Better Together

As a company that operates globally, we bear a great deal of responsibility. And this doesn't end at the gates of our production facilities - it goes far beyond. To meet our responsibilities and drive sustainable change, we foster strong partnerships - with our employees, consumers, and external partners.

Our driving force is our **employees** - with their ideas, their expertise, and the decisions they make in their day-to-day work, they contribute to our sustainable transformation. We aim to motivate and involve all employees to steer sustainability initiatives internally and strengthen our engagement with external stakeholders. To this end, we introduced our Corporate Sustainability Academy in 2022, for example, which includes an interactive e-learning course on the topic of sustainability.

As a consumer goods company, we want to inspire our **consumers** to join us on our sustainability journey. We use various communication channels to reach them and raise their awareness of sustainability. We do this via product packaging, our corporate and brand websites, social media, and local on-location initiatives with retail partners or in our NIVEA stores.

Benefiting from the knowledge of others, adopting new perspectives, and working together to effect change across industries - this is what we achieve through collaborations with **external partners**. In 2022, to name just one year, we worked closely with the following organizations:



WWF Germany

We intensified our collaboration with the World Wide Fund for Nature (WWF) Germany and formed a strategic partnership. This partnership is set for three years. The focus is on climate action, the regenerative use of water, and using resources in line with the model of a circular economy. For more information, please refer to the Climate Care section of this report.

EcoBeautyScore Consortium

This consortium brings together around 60 companies from the cosmetics and body care industry, as well as numerous associations. Since the beginning of 2022, we have been jointly working on the development of a scoring system that tracks the environmental impact of cosmetic products which allows higher transparency towards consumers. This should enable them to make purchasing decisions based on easily identifiable and comparable sustainability criteria. An initial prototype of the system is scheduled for completion in 2023.

Ashoka

The aim of the international non-profit organization is to support social entrepreneurs who implement innovative approaches to solving urgent social problems. Together, Beiersdorf and Ashoka support social entrepreneurs in Europe who are committed to strengthening gender equality.



These are just a few of our many partnerships. An overview of our key collaborations can be found here: [Memberships and collaborations](#)

Our Sustainability Targets & Progress

ENVIRONMENT

For a climate caring future

30% reduction in our Scope 1 + 2 and Scope 3 greenhouse gas (GHG) emissions in absolute terms by 2025 (vs. 2018 baseline):

17%

100% climate-neutral production sites by 2030:

7%

For fully circular resources

50% reduction in fossil-based virgin plastic in our packaging by 2025 (vs. 2019 baseline):

15%

30% recycled material in our plastic packaging by 2025 (vs. 2019 baseline):

10%

100% of our packaging refillable, reusable, or recyclable by 2025:

67%

30% less waste in our production facilities by 2025 (vs. 2018 baseline):

0%

For sustainable land use

100% of our main renewable raw materials from sustainable sources by 2025:

Palm (kernel) oil: 100%

Paper: 100%*

Soy oil: Start 2023

Coconut oil: Start 2023



* Primary packaging only

For regenerative water environments

25% reduction in our water consumption per manufactured product by 2025 (vs. 2018 baseline):

Start: 2023

Eucerin 100% free of microplastics by the end of 2023:

76%

NIVEA 100% free of microplastic by end of 2021:

100%

Use of 100% biodegradable polymers in our European product formulations by the end of 2025:

63%



SOCIETY

For employees along our entire value chain

Global diversity targets:

50:50 gender parity at all management levels (1st - 4th) by 2025:

48%

Over 90% of suppliers to accept the Code of Conduct for business partners:

91%

For an inclusive society

By 2025, Hansaplast, Elastoplast, and CURITAS aim to train at least 200,000 children in first aid and infection prevention:

Start: Late 2022

By the end of 2023, Eucerin aims to implement local projects in 15 countries to promote the inclusion of people with skin diseases and improve their quality of life:

7

By the end of 2023, we aim to reach more than 300,000 people through projects that empower girls and young women in Africa and Latin America:

231,798



Ingenuity
+
Expertise
+
Foresight
=
Innovating with Care



Our consumers guide the way

Our purpose? Developing the best possible skin care for our consumers. In this process, the focus is always on their needs and expectations regarding compatibility, efficacy, sensory properties, and the user experience. In addition, we also consider the growing demand for sustainability in our products. We work very hard to improve existing formulas and to design new products that are more sustainable from the beginning - in terms of both their formulation and packaging. This is what INNOVATING WITH CARE means to us.

We are not only doing this with our consumers in mind, but also because we aspire to act in a socially and ecologically responsible manner - we aim to lead in this context and to drive the change in our industry. This drives us to constantly put our product formulations to the test.

New times require new ways of thinking. And new knowledge unlocks new possibilities. No-one at Beiersdorf understands this better than our employees in the Research & Development (R&D) department. They are the source of our innovations and pursue the mission of INNOVATING WITH CARE. This means that we develop our products' formulas and packaging with the greatest possible consideration for their impact on people and the environment, and regularly adapt them to our consumers' evolving demands.

Sustainability Requires Transparency

Full shelves, little time - transparency is an important factor in enabling consumers to identify more sustainable skin care products quickly and easily. This is why we have set ourselves a 100% transparency target and strive to be as transparent to our consumers as possible, in line with our CARE BEYOND SKIN Sustainability Agenda.

Our aim is to provide the most important information about our products, e.g. regarding the ingredients used, their origin and other sustainability aspects considered in the product development and production process, the product-use phase or regarding its disposal. We share information on our product packaging and via our online channels, such as our website or social media.

But our commitment to greater transparency goes even further - in the future, consumers will be able to see how environmentally friendly our products are at a glance via the EcoBeauty Score Consortium scoring system presented on [page 11](#).



Want to stay up to date on our latest innovations? We regularly provide updates via the following channels:

- [Instagram](#)
- [Facebook](#)
- [Twitter](#)
- [Beiersdorf Website](#)

Environmentally Friendly Product Innovations

We research, develop, test, learn, and revise or start from scratch - until we are completely satisfied with the result. Our biggest product innovations launched in the reporting year include the following:

Hansaplast Green & Protect

Our Hansaplast brand launched its first climate-neutralized product in 2022 - the new Green & Protect adhesive bandage's wound pad, backing, and adhesive strip are all made from natural fibers. The packaging is composed of 93% recycled and recyclable materials and is as light as possible. To prevent allergic reactions, Hansaplast does not use latex. All raw materials used from wood or paper are 100% FSC®-certified - in other words, they come from sustainable forestry. In addition, we use 100% green electricity in the production process. We balance the remaining emissions through certified reforestation projects see Climate Care section.



NIVEA Soft

NIVEA Soft is one of our most popular NIVEA products worldwide. In 2022, we completely reworked its formulation to achieve a higher sustainability. The new formula is now 98% biodegradable, 100% vegan, and contains 100% natural jojoba oil. At the same time, we succeeded in reducing the formula-based carbon footprint by 39%. We balance the remaining emissions - those that cannot yet be avoided - through certified reforestation projects (see Climate Care section).



Chantecaille SeaScreen

Products that protect people don't always consider environmental impacts at scale - take sunscreen, for example. Many creams are criticized for being hazardous to fish and corals. This is due to the chosen UV filters, such as oxybenzone and octinoxate. They are suspected of causing damage to corals and since 2018 have been banned in Hawaii, for example, as a result of the Hawaiian Reef Bill. The sun spray launched in 2022 by our Chantecaille brand proves that there is another way - the fine spray formula with UVA and UVB protection contains roughly 95% plant-based active ingredients and does not contain oxybenzone and octinoxate. Chantecaille also engages in ocean protection: 5% of the net sales of this sun spray are donated to WildAid Marine. This environmental organization is using the money to finance a project in the Pemba Channel area of Tanzania that aims to safeguard the underwater flora and fauna there and the survival of endangered species.

Green Labs: More than just an Experiment

Maximum customer satisfaction and quality standards, greater sustainability and transparency

All this comes together in our R&D department. This is because our INNOVATING WITH CARE mission begins in our laboratories, where we discover new active ingredients, develop innovative formulas, and study our products in interaction with microorganisms and somatic cells. This is essential in order to continue bringing innovative, high-quality products to market that meet our high safety and sustainability standards.

However, the necessary tests are often energy-intensive and generate waste materials. To optimize this, in 2021 we started having our laboratories assessed in collaboration with the My Green Lab initiative, which allowed us to implement further sustainability measures. Based on the results, the non-profit organization awards certification levels - ranging in ascending

order from bronze, silver, and gold, to platinum and finally green - and identifies areas with the potential for improvement to make labs even more environmentally friendly.

In 2022, our R&D department received such certification in five areas. In total, one laboratory was awarded Green, three others Platinum, and one Gold certification.

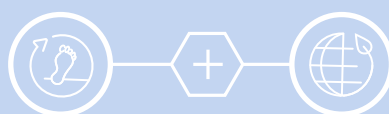
Learn more about our Green Lab initiative in this [blog story](#).



For an outlook on what we want to achieve in the INNOVATING WITH CARE area, see p. 36.

Emission Reduction + Circular Products = **Climate Care**

The effects of climate change have long been visible - examples include extreme weather events or increasingly frequent and heavy forest fires. If we and the generations to come want to live in harmony with our planet in the future, we must all do much more. And now. We at Beiersdorf know that our entire company must take responsibility for protecting the global climate - which is why we bring Climate Care to Skin Care.



THIS IS WHAT WE WANT TO ACHIEVE

50%
reduction
in fossil-based
virgin plastic

in our packaging by 2025
(vs. 2019 baseline) -
currently: 15%

30%
recycled content

in our plastic
packaging by 2025
(vs. 2019 baseline) -
currently: 10%

100%
climate-neutral
production sites

by 2030 -
currently: 7%

30%
less waste

in our production
facilities by 2025
(vs. 2018 baseline) -
currently: 0%

30%
reduction of
greenhouse gas
(GHG) emissions

in absolute terms by 2025
(in Scope 1 + 2 and 3; vs. 2018
baseline) - currently: 17%



- 6** CLEAN WATER AND SANITATION
- 7** AFFORDABLE AND CLEAN ENERGY
- 12** RESPONSIBLE CONSUMPTION AND PRODUCTION
- 13** CLIMATE ACTION
- 14** LIFE BELOW WATER

Three Steps to Achieve Net-zero

Our Approach to Climate Action

Our long-term target is to achieve net-zero emissions by 2050 at the latest, which means to reduce GHG emissions to the minimum and balance the remaining small fraction of emissions. To accomplish this, we have established a three-step plan:

1. Measure: We measure all our GHG emissions according to the Greenhouse Gas Protocol guidance and we calculate the carbon footprint of our products. We then check which reduction potentials arise. In 2022,

In 2022, Beiersdorf supported the following climate projects around the world

we digitalized the aggregation of our sustainability data – and can therefore now obtain even more accurate figures, which will help us to implement, track and continually optimize our climate action plan.

2. Reduce: This is the priority of our climate action. First, we want to reduce emissions in our own production facilities. Our production site in Berlin for example, has been climate neutral since the beginning of 2022: It is now sourcing environmentally friendly biomethane instead of gas. We plan to convert all our other production sites to operate climate-neutral by 2030 at the latest. However, a large share of our emissions is caused by the packaging materials and ingredients we purchase, for example plastics and aluminum. Here, we are working with our suppliers to decrease our emissions by implementing recycled aluminum and recycled plastic in our packaging.

3. Balance: Even if we significantly reduce our carbon emissions, there are usually a certain amount that cannot be avoided with today’s technological possibilities – the so-called remaining emissions. As a complementary effort to our reduction roadmap, we are balancing the remaining emissions

for certain products. For this, we are investing in high-quality, certified climate change mitigation projects – which contribute to our planet’s carbon sequestration capacity.

Naturally balanced

Based on the technological possibilities available today, a product’s carbon emissions can only be reduced to a certain extent. This is why, in order to achieve a “climate-neutralized” product, we are taking a complementary step to balance the unavoidable emissions through carbon removal projects, for example through reforestation. How does this work? Our updated NIVEA Soft is a good example – since mid-2022, the skin cream has been available with a reworked formula – it is 95% natural, 98% biodegradable and contains 100% natural jojoba oil. Fundamentally reformulating the product has reduced its carbon footprint by 39%, while maintaining the same level of skin care efficacy and sensorial experience. We balance the remaining emissions through a climate change mitigation project in Paraguay. More than 2,700 hectares of land have already been reforested there, with more than 1,100 hectares yet to come. The initiative has additional benefits for people and nature, as it helps foster biodiversity and supports local communities, creating training opportunities and jobs, as well as improved infrastructure.



↙
For an outlook on what we want to achieve in the CLIMATE CARE area, see p. 37.

Fewer Resources for Increased Climate Action

Stopping climate change isn't possible without a circular economy, as this model involves conserving and re-using our resources, with the resulting effect of saving energy and reducing emissions. We can only achieve net-zero emissions in the long term if we change the way we design, manufacture, use and dispose of our products.



Our target is for 100% of our packaging to be **refillable, reusable, or recyclable by 2025**

NIVEA Men CLIMATE CARE Moisturizer

We all know that plastic can be recycled. But did you know that CO₂ can be recycled as well? New technologies make this possible, turning an environmentally harmful gas into a valuable raw material. In 2022, we launched our NIVEA MEN "Climate Care Moisturizer," the first limited-edition product to contain ethanol, made from CO₂. Via the so-called carbon capture and utilization (CCU) process, emitted CO₂ is captured and then chemically converted and processed to produce a high-quality ethanol that can be used in cosmetics. The moisturizer NIVEA MEN contains about 14% ethanol. The CCU technology has great potential, but it is still in a very early stage of development. Together with our partners, we are working intensively to leverage further potential.

NIVEA Shower Products

In 2022, we again optimized the packaging of the NIVEA Shower female and universal assortment (excluding cap and labels) for sustainability. The bottle is now 25% lighter than the previous one and continues to be made of at least 96% post-consumer recycled plastic (PCR). PCR is plastic that has already been used in a consumer goods packaging, before it was then recycled in order to be used again, in this case for our shower bottle. Packaging-related emissions were reduced by 32% with this light-weight bottle plus the use of recycled plastic. The products are manufactured in our climate-neutral production center in Berlin.

Eucerin Refillable Jar

Eucerin introduced an innovative packaging and refill concept for its Hyaluron-Filler product at the end of 2022: When the jar is empty, consumers can replace the inner container with a refill containing fresh cream. The outer jar and the lid can be reused. By reusing the jar and its lid, the plastic needed to produce the product drops from 89 to 8 grams - a savings of ~90%. This can eliminate ~23.9 metric tons of plastic per year. Projects like this show how we are rethinking packaging and are systematically working towards our 2025 target of reducing the amount of plastic used.

Reducing Risks + Creating Water Cycles + Combating Pollution = **Caring for Water**



Water is a very precious resource for us humans and all life on earth. To have freshwater available on demand, just by turning on your faucet, is still commonplace for many of us in Central Europe, but not for a wide scope of countries around the world. Water scarcity is becoming a global risk for millions of people and for agriculture, and it is also threatening many flora and fauna. At Beiersdorf, we take our responsibility for the use of water very seriously, as it is not only a fundamental component of many of our product formulas, but it is also required for production, and is needed and used by our consumers during the application of some of our products. And this is why we are committed to combating water waste and pollution - to live up to our motto **CARING FOR WATER.**



6 CLEAN WATER AND SANITATION
14 LIFE BELOW WATER

THIS IS WHAT WE WANT TO ACHIEVE



25%

reduction in our water consumption during production by 2025 per manufactured product (vs. 2018 baseline) - currently: 0%



100%

of NIVEA assortment free of microplastic since the end of 2021



100%

of Eucerin cosmetic formulations free of microplastics by the end of 2023 - currently: 76%



100%

biodegradable polymers in our European product formulations by the end of 2025 - currently: 63%

Our Water Strategy

Water risks – identifying, understanding, and taking action with the help of the water stewardship approach

We aim to fulfill our mission of using water as sustainably as possible – both within our company and along our value chain. And, in order to take strategic responsibility for water resources and ecosystems, we have been collaborating with World Wide Fund for Nature (WWF) Germany on this important topic since 2022.

To address water risks, Beiersdorf and WWF Germany are jointly pursuing the water stewardship approach, which involves responsible management of water resources within the company's own operations, the supply chain, and in affected river basins. The collaboration with stakeholders, who range from international partners to local interest groups also plays an important role in this context.

We are still at the beginning of our water stewardship journey – together with WWF, we have initially analyzed the water risks along our value chain. Building on this, we are now developing ambitious targets and strategies to address these risks. By the end of 2023, we aim to have finished this work, so that our efforts can focus on reducing water risks for the long term.



To effectively protect freshwater ecosystems, it's important that companies address the water risks of their operations, as well as the affected river basin levels, and take responsibility for these shared resources and habitats. As a global company, Beiersdorf has the potential to be a role model for many other companies in how they take a responsible and science-based approach to sustainable water use."

**Johannes Schmiester,
Senior Project Manager
Water Stewardship,
WWF Germany**

Water risks

describe the likelihood and severity of water-related challenges for a company. In this context, a distinction is made between physical risks (e.g. water scarcity, flood events), regulatory risks (lack of legislation or unfair water distribution), and reputational risks (e.g. conflicts of use or negative reporting). The risks vary regionally due to different climatic, geological, and socioeconomic conditions.

Sustainable Water Management

Closing the loop

The production of creams, deodorants, and other skin care products sometimes requires a significant amount of water. We want to improve this and use 25% less water per manufactured product by 2025 (vs. 2018 baseline). What's the key to doing so? Circulation systems. According to an external study endorsed by Beiersdorf, water recovery and reuse approaches can save up to 70% of the water used in production centers. We are currently evaluating the relevant systems.

One example is our production site in Tres Cantos, Spain which faces a high risk of water shortage. Our target for this production site is to reduce water consumption by more than 50% vs. 2021. More specifically, we want to save about 80 million liters of water per year in Tres Cantos. To achieve this, we have been actively pursuing a dialogue with local authorities to find the best possible solutions since 2022. In Tres Cantos, we are now designing our first production center with a water circulation system, which will serve as a role model for other Beiersdorf sites.



**More information
on water can be
found in our
[Non-financial
Statement](#).**

Water protection, eliminating microplastics

Water scarcity and water pollution are two key issues in our sustainability approach. Looking at the pollution aspect, one of its causes are microplastics, which enter the environment via wastewater. According to the United Nations Environment Programme (UNEP), microplastic particles are solid plastic particles that are less than five millimeters in diameter and are neither biodegradable nor soluble in water.

At Beiersdorf, we already initiated measures about ten years ago to remove ingredients from our product formulas that are considered microplastics by UNEP. At the same time, we are driving forward our research efforts into environmentally friendly, ideally renewable and biodegradable alternatives.

It is our ambition to completely eliminate microplastics from all NIVEA and Eucerin product formulas. For NIVEA, we already achieved our goal making NIVEA's entire product range microplastic-free since the end of 2021. For our Eucerin cosmetic products, we aim to be free of microplastics by the end of 2023. And we're making good progress, with 76% of the assortment becoming microplastic-free at the end of 2022.

For the future, our aim is to use biodegradable polymers - molecules that can be broken down with the help of bacteria or fungi. For our European product formulas, we are committed to achieving this by the end of 2025. This would ensure that our product formulas can be recycled and play a valuable role in protecting water as an essential resource.



Sustainable
Procurement
+
Fair Working
Conditions
=
Sourcing with Care



THIS IS WHAT WE WANT TO ACHIEVE



Source

100%

of our main renewable raw materials (palm [kernel] oil, soy oil, coconut oil and paper) from sustainable sources by 2025.



Procure

100%

of our main raw materials from deforestation-free sources by 2025 - data available as of 2023

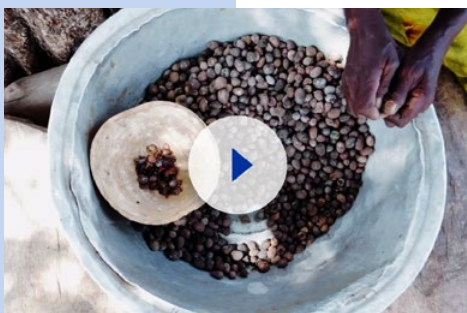
The production of skin care products involves the consumption of resources: This simply is not possible without ingredients, packaging materials, energy, and human effort. To avoid negative effects on the environment, ensure fair working conditions, and uphold respect for human rights, we are working hard to make our value chain sustainable. Our mission: **SOURCING WITH CARE.**

Sourcing Raw Materials Sustainably

Our ultimate target is to obtain our main raw materials in a socially and environmentally responsible manner. This is, for example, why we have been working on our sustainable palm roadmap for many years. Since the end of 2020, we have only purchased palm (kernel) oil derivatives - which are processed raw materials based on palm (kernel) oil - that are certified according to the Roundtable on Sustainable Palm Oil (RSPO) standard (see [page 28](#)), which has been a milestone achievement. We are also a member of industry initiatives such as the Forum for Sustainable Palm Oil, the Global Shea Alliance (see [page 29](#)), and the Action for Sustainable Derivatives (ASD). The aim of the ASD initiative is to promote

the sustainable sourcing and production of palm (kernel) oil derivatives as well as transparency along the highly complex palm supply chain. We work towards being able to trace the origin of our palm (kernel) oil-based raw materials back to the level of refineries, mills, and plantations.

However, it is also clear that the supply chains are highly complex and internationally intertwined. We recognize our responsibilities here: We use our Beiersdorf Code of Conduct (CoC) to prevent misconduct and to make clear what we expect from our suppliers in terms of environmental and social responsibility. In 2022, we updated our CoC to meet all requirements of Germany's new Supply Chain Due Diligence Act. This law came into force in Germany in 2023 and requires large companies to take responsibility for upholding human rights in their supply chains. The CoC is a binding contractual basis for compliance with human rights between Beiersdorf AG and its business partners along the entire value chain.



More on SOURCING WITH CARE can be found in our [Non-financial Statement](#) and in [this video \(EN\)](#).

Responsible Use of Palm (Kernel) Oil

Palm (kernel) oil is the most widely used plant oil in the world. It is not only used in food and for biofuel, but also in cosmetics and personal care products.



Tabin-landscape, Sabah, Malaysia

Since 2020, we have been working in collaboration with WWF Germany and our raw material supplier Evonik to ensure that 20,000 hectares of agricultural land will be farmed sustainably in the future. The aim is to support smallholder farmers to grow palm (kernel) oil in accordance with the RSPO standard by 2025. We want to make sure that the agricultural land is used sustainably, that no trees are cleared, and that the biodiversity there is protected.

To this end, we also plan to establish an ecological corridor through reforestation in Tabin to allow wildlife to move between previously separated habitats. The corridors will also help reduce conflicts between humans and elephants and stabilize populations of endangered species such as orangutans.



West Kalimantan, Indonesia

Since 2018, we have been supporting a smallholder project for sustainable palm (kernel) oil in West Kalimantan, Indonesia, together with WWF Germany. Around 4,500 people live in the three project villages, including 240 smallholder farmers. We have achieved a great deal since the project began, including training local residents in sustainable oil palm cultivation, improving the drinking water supply, and teaching women handicrafts to create alternative sources of income. In 2022, we extended the project until 2026. The ultimate goal is to have the smallholders certified according to the international RSPO standard.

Palm (kernel) oil is versatile and the oil palm can be grown with a higher yield than alternatives such as rapeseed or sunflowers. For example, it would take three times the acreage to produce the same amount of oil from rapeseed.

The problem, however, is the high global demand for palm (kernel) oil. To make room for palm oil plantations, large areas of rainforest are being cleared, animals are losing their habitats, and biodiversity is declining. Human rights violations and social abuses on the palm plantations are also commonplace and highly alarming.

In light of these issues, we are actively advocating for more sustainable sourcing of palm oil and its derivatives worldwide through our [Palm Sustainability Roadmap](#) and [Sustainable Palm Policy](#). In addition, we are working to improve the living and working conditions of local smallholders through our dedicated efforts.



Empowering Women in the Shea Supply Chain

Shea butter is often referred to as “women’s gold”. This is because harvesting the shea nuts and producing the shea butter traditionally lies in the hands of West or Central African women. As a purchaser of this raw material, which we use in some of our skin care products, we are engaging in the shea supply chain to support shea collectors. Since 2019, we have been an official member of the Global Shea Alliance (GSA), which promotes a sustainable shea industry. Together with GSA and our raw material supplier AAK, we are providing female shea collectors in Burkina Faso and Ghana with training - the aim being to empower them economically. This involves educating the women on topics such as health, occupational safety, sustainable production, and economic activity.

In 2022, we initiated a carbon-insetting project using the GOLD Standard methodology, which will help us reduce our emissions in the shea supply chain in the future. Learn more in our [press release](#).

The shea nut

grows on the shea tree, which is difficult to cultivate. New trees are the result of a regeneration process managed by the female farmers, in which they engage in order to support the random germination of trees. There are no shea plantations, all of the fruits come from the collection of widely scattered trees growing wild.



Clean Cookstoves for Improved Health & Environmental Protection

Many steps are necessary to obtain shea butter from the fruit of the shea tree. One of these steps involves boiling the shea nuts contained in the pulp of the fruit. Traditional cookstoves, however, require copious amounts of wood, which is taken from the surrounding forests - plus, the process produces a lot of smoke, which endangers the health of the shea collectors and generates CO₂.

As part of our Clean Cookstoves project, women are learning to build more efficient stoves from local materials such as termite sand. The optimized construction method requires less wood and produces less smoke, which has a positive effect on the shea collectors’ health and reduces the amount of carbon emissions.



[Women in Ghana report on the benefits of the cookstove training for themselves and their families.](#)



For an outlook on what we want to achieve in the future with our [SOURCING WITH CARE](#) programs, see [p. 37](#).



Clear Stance
+
Profound Impact
=
Inclusive Care

In 2022,
globally the
**proportion
of women in
management
level 1-4 stood at
48%**



Our vision: a world where everyone feels comfortable in their own skin.

To make this a reality, we are actively working to foster an inclusive society: For a collective that consists of many individuals - all different, but with the same rights. Our purpose Care Beyond Skin determines both our stance and our actions. It expresses our passion and ambition to reach beyond our core business and to contribute to greater social cohesion.

**THIS IS
WHAT WE
WANT TO
ACHIEVE**



By 2025, Hansaplast, Elastoplast, and CURITAS plan to have trained at least

200,000

children in first aid and infection prevention - project start: late 2022



By the end of 2023, Eucerin aims to implement local projects in

15

countries to promote the inclusion of people with skin diseases and improve their quality of life - currently: 7



By the end of 2023, our target is to reach more than

300,000

people through projects that empower girls and young women in Africa and Latin America - currently: 231,798

Stronger Together: Our Employee Networks

When it comes to moving the needle on Diversity, Equity & Inclusion, we are stronger together. For this reason, Beiersdorf supports internal employee networks, our “Grassroots Communities”. They represent the voices of our employees to ensure our employees feel more supported, connected and included.

Be You: We Embrace Inclusivity!

“Be You” is our LGBTIQ+ network. Founded in 2019, the objective has been to raise awareness, provide education about LGBTIQ+ topics, and to encourage and empower our LGBTIQ+ employees to bring their whole selves to work. The aim is to create an environment at Beiersdorf in which everyone, regardless of their sexual orientation or gender identity, feels free to be who they are without fear of negative consequences.



WE CARE FOR YOUR
UNIQUENESS

Beiersdorf

The #Sisterhood-isPower network connects women and strengthens life and career paths.

#SisterhoodisPower

Inspiring women to achieve their ambitions, supporting their professional development, and advocating for gender equality at all levels: That is the mission of the #Sisterhood-isPower network, which was launched in 2020 and now has almost 1,000 members in 42 countries. In addition to an online community, the network also offers peer support, an array of masterclasses, and inspiring exchanges with role models and mentors from the company via the network’s #PowerTalks format.

Sisterhood
isPower

Wenited

New country, new culture, new colleagues: Founded in 2021, the “Wenited” network promotes a warm, welcoming and inclusive culture at our headquarters. Its more than 300 members from over 30 nations help international newcomers feel a sense of belonging when moving to Hamburg. Wenited offers a comprehensive support framework throughout the entire journey: From a welcoming committee, buddy program and a Kids Wenited pillar, to community building events and cultural programs.

Dad.icated

Reconciling work and fatherhood – without negatively impacting family life or the career. A great opportunity for Beiersdorf and its employees according to “Dad.icated”, our network formed in 2022. Its members support gender equality and want to redefine fatherhood in the company and in society to create a more inclusive work environment. Working fathers share their personal experiences and act as a strong community to the outside world.





Social Responsibility at all Levels

Beiersdorf is backed by strong global brands. These play a crucial role in bringing our commitment to create an inclusive society to the world. With their respective brand identity and expertise, they make a valuable contribution within the framework of their own social missions.

Eucerin

Around two billion people worldwide are affected by chronic skin diseases. About 20% of them also suffer from psychological or social issues as a result of the disease. To support these people, Eucerin develops products that maintain and improve skin health. In addition, the brand implements a variety of projects that focus on the psychological consequences of skin diseases. For example, Eucerin plans to implement local projects in at least 15 countries by the end of 2023, in order to improve the quality of life of those affected and to promote their social inclusion. As of 2022, projects have already been implemented in a total of seven countries.

Eucerin Thailand, for example, has established a patient community for people with atopic dermatitis together with the Dermatology Society of Thailand. The goal of the initiative is to support patients through various measures such as educational

programs, knowledge sharing, and expert recommendations. In 2022, a scientifically validated questionnaire was used to measure how effective the previous measures had been. All 143 participants surveyed reported that their quality of life had significantly improved as a result of their participation in the project. The project reached a total of 11,000 people in 2022.

Hansaplast, Elastoplast, and CURITAS

Children love to be active and transform everyday life into an adventure. Minor injuries and accidents are therefore a fairly common occurrence. That is why our healthcare brands Hansaplast, Elastoplast, and CURITAS want to teach more than 200,000 children worldwide how to give first aid and prevent infections by 2025 - so that even the youngest among us know how to help themselves and others.



During a pilot phase in Birmingham, England, over 720 elementary school students participated in a total of twelve first aid workshops in 2022. During the interactive courses, they learned in a kid-friendly way how to recognize injuries, treat wounds, and when to seek medical help.

Empowering Girls

Advocating for Equality and Against Discrimination

Many girls and women around the world lack access to education and adequate health care, and many are also victims of domestic violence.

To drive systemic change, since 2020 Beiersdorf has been supporting projects that improve the rights of girls and young women under the banner “We CARE BEYOND SKIN by Empowering Girls.” We carry out the projects together with our partners - the non-governmental organizations (NGOs) Ashoka, CARE, and Plan International - in more than 14 countries in Africa, Europe, and Latin America.

Empowering Girls and Young Women in Colombia

One of these projects is being implemented together with Plan International in the Colombian capital of Bogotá. The aim of this project is to provide girls from gender-based violence (GBV) and providing access to education. In addition, we focus particularly on educating girls about their reproductive rights while raising awareness among their families and communities about harmful gender norms.

In Colombia, the COVID-19 pandemic impacted girls and women particularly negatively - closed schools and lockdowns increased the risk of domestic as well as sexual violence. At the same time, many Venezuelan refugees came to Colombia, often without official residence permits. But without being formally registered, they are denied access to healthcare, social services, and educational systems - with severe consequences, especially for girls who have fled.



At the “Safe Space” in Bogotá, Plan International regularly organizes workshops for girls and young women.



For an outlook on what we want to achieve in the future under our **INCLUSIVE CARE** agenda, see [p. 37](#).



To improve this situation, Plan International implemented the following measures with Beiersdorf's support in Colombia in 2022:

- Distribution of informational materials on COVID-19 prevention and gender-based violence
- Implementation of a back-to-school campaign
- Distribution of hygiene and menstruation kits
- Establishment of a safe location for children, a so-called "safe space", with play and workshop areas
- Implementation of workshops on gender-based violence
- Psychological support for victims of violence



"I want to show that I am brave"

Since fleeing Venezuela, 16-year-old Sophia has been living in the center of Bogotá - together with her mother and three sisters. The tenth-grader has participated in various activities organized by Plan International. For example, she took part in the back-to-school campaign and in an event organized by the International Organization for Migration (IOM) as part of International Girls' Day. In the following interview, she talks about her experiences:

Sophia, how did you hear about the project and what did you particularly like about it?

During the lockdown, we received gifts of school supplies and were virtually tutored by phone. That's also how I found out about the project and the event. I will definitely remember my visit to the IOM! I visited the organization's offices and observed what they do there for other people. I found that fascinating, as well as hearing about the director's career there. She started at the bottom and made it to the top - and in the process, helped other women climb the ladder to achieve equality with men. But that's not all, I also met people who work with other refugees from different nations. This showed me that I can share my own personal experiences with others and, by doing so, help them.

And did you learn anything in particular or find anything especially important during the activities?

The first thing I learned is to make myself heard, to share my ideas, not to be silent. I want to draw attention to myself, be visible, and show that I'm brave. The second is to reach out more to other people and listen better. After all, just as I want to be heard, others also want to be listened to.

Let's look ahead a few years: Where do you see yourself in the future?

One thing is really important to me: I want to learn a lot and travel to other countries. Not only because of the foreign languages, but also to get to know the mentality of the people. I want to learn from different people from different social classes and countries. And I want to help other people to understand themselves better.

Outlook

What We Want to Achieve Next

Beiersdorf's future is largely dependent on the health of our planet and the cohesion of our society. In retrospect, it's very clear: Neither can be taken for granted. Looking towards the future, this means we need to take responsibility: to act here and now. This is why 2023 will be a very busy year for us:



In 2022, we achieved a great deal in terms of sustainability and lived up to our role as one of the world's leading skin care companies. But this doesn't mean we are going to slow down - the opposite is the case: we are entering 2023 even more energized and determined to achieve our ambitious sustainability targets."

Jean-François Pascal,
Vice President Corporate Sustainability

Next Steps

INNOVATING WITH CARE

→ **NIVEA SUN range becomes more sustainable**

The products in the NIVEA SUN range are becoming more environmentally friendly, a very important milestone for our brand. The formulas produced in Europe will no longer contain potentially harmful UV filters, which may have negative impacts on coral reefs. In addition, we have managed to increase the number of products from the range using recycled material. The reworked products entered the markets at the beginning of 2023. Following this example, we will launch more and more optimized products.

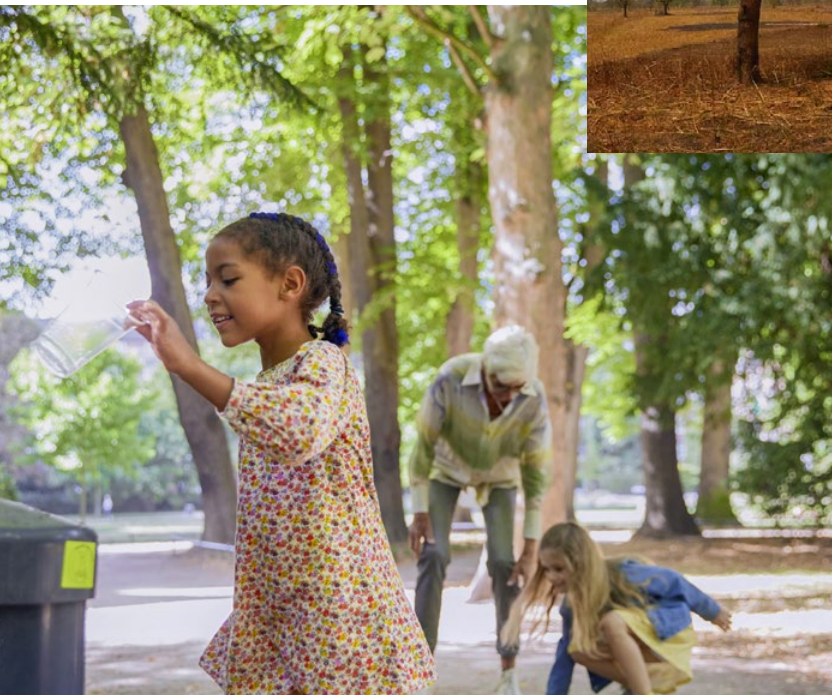
→ **Greentech Festival: Showcasing progress**

In June 2023, we will participate in the Greentech Festival in Berlin. Over the course of three days, start-ups, companies, and non-profit organizations will present their activities around sustainable innovations. The focus is on interaction, dialogue, and inspiration. We will be giving visitors a glimpse behind the scenes of our Beiersdorf sustainability journey and look forward to engaging with many interested consumers, experts and other external stakeholders.

SOURCING WITH CARE

→ Sourcing raw materials sustainably

By the end of 2023, we aim to source certified soy and coconut oil only. To achieve this, we are currently working to improve transparency within the supply chain and to implement traceability of our soy and coconut oil-based raw materials.



CLIMATE CARE

→ On the way to our net-zero target

In 2023, we will continue to work on our net-zero strategy - i.e. the development of a concrete plan on how and when we want to achieve net-zero emissions for Beiersdorf. In this process, we are guided by the Paris Agreement around the 1.5-degree pathway and follow recommendations by the Science-Based Targets initiative (SBTi).

→ CDP score: Maintain top scores

Climate change, water security and forests: We are striving to maintain our strong performance in all three categories and to keep a "Triple A" score also in 2023 - despite the more stringent requirements each year.

INCLUSIVE CARE

→ Doing good together

True to our CARE BEYOND SKIN purpose, we are planning a global Corporate Volunteering Day for the first time in summer 2023. All employees worldwide will have the opportunity to volunteer for one day between May and July - during working hours - for social or environmental projects.

→ Continue supporting girls and young women

Empowering girls and young women is the mission we have been pursuing since 2020 through our Empowering Girls projects. In 2023, we will continue to expand our activities in this area. Not only have we extended our existing projects in Africa, Europe, and Latin America until the end of 2024, but we will also launch new projects in Asia. We are placing the focus of our work on helping girls and young women to successfully cope with current and upcoming crises.

→ Launch of the "Women in Circularity" project

In 2023, we will launch our "Women in Circularity" initiative. With the help of local charitable organizations, the project supports the collection of plastic waste from the environment and the empowerment of women working in waste management. We will be launching four projects in Africa, Asia, and Latin America - regions that are hit particularly hard by plastic pollution.

Contact

Contacts at Beiersdorf



Dorle Bahr

**Head of Environmental
Strategy and Human Rights**

Peer Petersen

**Head of Sustainable Innovation
and Transformation**



Jean-François Pascal

**Vice President
Corporate Sustainability**

Valerie Kruck

**Head of Social
Commitments**





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Corp.Sustainability@Beiersdorf.com

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Further Information

[https://www.beiersdorf.com/
sustainability/overview](https://www.beiersdorf.com/sustainability/overview)

Beiersdorf

Beiersdorf Aktiengesellschaft
Unnastrasse 48, 20245 Hamburg, Germany
Tel.: + 49 40 4909-0, Fax: + 49 40 4909-3434
Internet: www.beiersdorf.com