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## Beiersdorf appoints new executive board member

**Hamburg, February 3, 2017** – Beiersdorf will appoint Vincent Warnery to the Executive Board of Beiersdorf AG effective February 15, 2017. In his new position, he will oversee the brands Eucerin, Hansaplast and La Prairie. Until November 2016 Vincent Warnery served as Senior Vice President and Head of the Global Consumer Health business at Sanofi S.A., Paris.

"In recent years, Beiersdorf has achieved strong growth, particularly with NIVEA, on the basis of its successful Blue Agenda strategy," said Stefan F. Heidenreich, CEO of Beiersdorf AG. "For Eucerin, Hansaplast and La Prairie we see lots of growth potential in the future that we intend to leverage through investments and innovation, helped by new management and new business opportunities. With Mr. Warnery's appointment, we are adding a manager to our Executive Board who has the expertise and international experience we need in this area. We are happy that Vincent Warnery is joining our management team."

Vincent Warnery was born in France. After earning his master's degree in business administration in 1991, he began his career at Procter & Gamble in France. He later joined L'Oréal, where he worked for 15 years and held a number of senior positions in Europe, Asia and Latin America. He joined Sanofi in 2011. He is married and has three children.

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