

# GRI Index 2013

Our GRI Index is based on version 3.1 of the international guidelines published by the Global Reporting Initiative. The table of contents below shows an overview about the reported categories. By clicking on the page numbers you get directly to the specific GRI indicators.

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# I. Beiersdorf Profile

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## Strategy and Analysis

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1.1	Statement from the most senior decision maker of the organization (e.g. CEO, chair, or equivalent senior position) about the relevance of sustainability to the organization, and its strategy.	<a href="#">Beiersdorf Sustainability CEO Statement</a>
1.2	Description of key impacts, risks, and opportunities. The reporting organization should provide two concise narrative sections on key impacts, risks, and opportunities.	<a href="#">Beiersdorf Sustainability Why Products</a> <a href="#">Beiersdorf Sustainability Why Planet</a> <a href="#">Beiersdorf Sustainability Why People</a> <a href="#">Beiersdorf Risk Report</a>

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## Organizational Profile

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2.1	Name of the reporting organization.	Beiersdorf AG
2.2	Primary brands, products, and/or services.	<a href="#">Beiersdorf Brands</a>
2.3	Operational structure of the organization, including main divisions, operating companies, subsidiaries, and joint ventures.	<a href="#">Beiersdorf Our Profile</a> <a href="#">Beiersdorf Global Presence</a>
2.4	Location of organization's headquarters.	<a href="#">Beiersdorf Contact</a>
2.5	Number of countries where the organization operates, and names of countries with either major operations or that are specifically relevant to the sustainability issues covered in the report.	<a href="#">Beiersdorf Global Presence</a>
2.6	Nature of ownership and legal form.	<a href="#">Beiersdorf Shareholder Structure</a>
2.7	Markets served (including geographic breakdown, sectors served, and types of customers/beneficiaries).	<a href="#">Beiersdorf Business Segments</a>

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2.8	<p>Scale of the reporting organization, including:</p> <ul style="list-style-type: none"> <li>• Number of employees</li> <li>• Number of operations</li> <li>• Net sales (for private sector organizations) or net revenues (for public sector organizations)</li> <li>• Total capitalization broken down in terms of debt and equity (for private sector organizations)</li> <li>• Quantity of products or services provided.</li> </ul>	<a href="#">Beiersdorf Ten Year Overview</a>
2.9	<p>Significant changes during the reporting period regarding size, structure, or ownership including:</p> <ul style="list-style-type: none"> <li>• The location of, or changes in operations, including facility openings, closings, and expansions</li> <li>• Changes in the share capital structure and other capital formation, maintenance, and alteration operations (for private sector organizations)</li> </ul>	<a href="#">Beiersdorf Business and Strategy</a>
2.10	<p>Awards received in the reporting period.</p>	<p>We received numerous awards in 2013. Some examples can be found in the <a href="#">Appendix</a>.</p>

## Report Parameters

### Report Profile

3.1	<p>Reporting period (e.g. fiscal/calendar year) for information provided.</p>	<p>The reporting period is the calendar year 2013.</p>
3.2	<p>Date of most recent previous report (if any).</p>	<p>Our Sustainability Review 2012 was published in March 2013.  <a href="#">Beiersdorf Sustainability Downloads</a></p>
3.3	<p>Reporting cycle (annual, biennial, etc.)</p>	<p>Beiersdorf AG has an annual reporting cycle.</p>
3.4	<p>Contact point for questions regarding the report or its contents.</p>	<p>Contact us at <a href="#">Beiersdorf Contact</a>. Please select the 'Sustainability' category to contact us via email.</p>

## Report Scope and Boundary

3.5	<p>Process for defining report content, including:</p> <ul style="list-style-type: none"> <li>• Determining materiality</li> <li>• Prioritizing topics within the report</li> </ul> <p>Identifying stakeholders the organization expects to use the report.</p>	<a href="#">Beiersdorf Sustainability Reporting</a>
3.6	<p>Boundary of the report (e.g. countries, divisions, subsidiaries, leased facilities, joint ventures, suppliers). See GRI Boundary Protocol for further guidance.</p>	<a href="#">Beiersdorf Sustainability Reporting</a>
3.7	<p>State any specific limitations on the scope or boundary of the report.</p>	<a href="#">Beiersdorf Sustainability Reporting</a>
3.8	<p>Basis for reporting on joint ventures, subsidiaries, leased facilities, outsourced operations, and other entities that can significantly affect comparability from period to period, and/or between organizations.</p>	<a href="#">Beiersdorf Sustainability Reporting</a>
3.9	<p>Data measurement techniques and the bases of calculations, including assumptions and techniques underlying estimations applied to the compilation of the indicators and other information in the report.</p>	<p>For information about our reporting see <a href="#">Beiersdorf Sustainability Reporting</a></p> <p>More information about this topic can be found in the DMA sections at the beginning of each category: EC, EN, LA, HR, SO, PR.</p>
3.10	<p>Explanation of the effect of any re-statements of information provided in earlier reports, and the reasons for such re-statement (e.g. mergers/acquisitions, change of base years/periods, nature of business, measurement methods).</p>	<p>Answer for 3.10 and 3.11</p> <p>Description of changes for EN and LA 7 indicators:</p> <p>In 2013 a base year recalculation of our emissions was done. Due to an acquisition we recalculated our fixed base year 2005 and all following years' emissions using the 'all-year' option as described in chapter five of the 'Corporate Accounting and Reporting Standard' of the WBCSD. To ensure a meaningful and consistent comparison of data sets over time, we apply the 'like with like' guidance backcasting the unknown previous emissions of the acquisition.</p>
3.11	<p>Significant changes from previous reporting periods in the scope, boundary, or measurement methods applied in the report.</p>	<p>The data set covering our production centers and offices was extended by including data on third party production, as well as data on emissions from company vehicles, business travel and from third party finished product</p>

transportation in our reporting. Emissions from own production entities, leased and owned offices and company vehicles are reported under scope 1 and 2. Emissions from business travel, downstream third party finished product transportation and third party finished product production are enlisted in EN17. Detailed data on our production centers, office entities and from third party production can be found in the tables in the [Appendix](#).

Due to enhanced data quality and calculation improvements some EN and especially the LA7 indicator are not comparable to the reports of the previous years.

For more information about our reporting see [Beiersdorf\\_Sustainability\\_Downloads](#)

When estimating the breakdown of our scope 1, 2 and 3 emissions on the basis of today available data, it was as follows:

- Scopes 1 and 2 represented 42% of our total carbon footprint. Thereof our production centers represented 26%, our offices 5% and company vehicles 11% of our total carbon footprint.
- Scope 3 represented 58% of our total carbon footprint. Thereof business travel represented 6%, third party production 13% and downstream transport and distribution 39% of our total carbon footprint.

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**GRI Content Index**

3.12	Table identifying the location of the Standard Disclosures in the report.	<a href="#">Table of Contents</a>
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**Assurance**

3.13	Policy and current practice with regard to seeking external assurance for the report. If not included in the assurance report accompanying the sustainability report, explain the scope and basis of any external assurance provided. Also explain the relationship between the reporting organization and the assurance provider(s).	<p>Beiersdorf AG's annual report is externally assured.</p> <p>The 2013 standalone sustainability review is not externally assured.</p>
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## Governance, Commitments and Engagement

### Governance

4.1	<p>Governance structure of the organization, including committees under the highest governance body responsible for specific tasks, such as setting strategy or organizational oversight.</p>	<p><a href="#">Beiersdorf Corporate Governance</a> <a href="#">Beiersdorf Corporate Governance Report</a></p>
4.2	<p>Indicate if the chair of the highest governance body is also an executive officer (and, if so, their function within the organization's management and the reasons for this arrangement).</p>	<p>In accordance with the German Stock Corporation Act, the two executive bodies, the Executive Board and the Supervisory Board, provide Beiersdorf with a dual management and supervisory structure. There is no overlap of personnel between the two bodies.</p> <p>More at: <a href="#">Beiersdorf Management Structure</a></p>
4.3	<p>For organizations that have a unitary board structure, state the number and gender of members of the highest governance body that are independent and/or non-executive members.</p>	<p>Not applicable.</p>
4.4	<p>Mechanisms for shareholders and employees to provide recommendations or direction to the highest governance body.</p> <p>Include reference to processes regarding:</p> <ul style="list-style-type: none"> <li>• The use of shareholder resolutions or other mechanisms for enabling minority shareholders to express opinions to the highest governance body</li> <li>• Informing and consulting employees about the working relationships with formal representation bodies such as organization level 'work councils', and representation of employees in the highest governance body</li> </ul> <p>Identify topics related to economic, environmental, and social performance raised through these mechanisms during the reporting period.</p>	<p>Our relevant mechanisms and representative bodies are the following:</p> <ul style="list-style-type: none"> <li>• Shareholder representatives on Supervisory Board</li> <li>• Employee representatives on Supervisory Board</li> <li>• Works Council</li> <li>• Representative body for executive staff</li> </ul>

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4.5	Linkage between compensation for members of the highest governance body, senior managers, and executives (including departure arrangements), and the organization's performance (including social and environmental performance).	See the Remuneration Report for the Executive and Supervisory Board in our Annual Report at: <a href="#">Beiersdorf Remuneration Report</a>
4.6	Processes in place for the highest governance body to ensure conflicts of interest are avoided.	See our Code of Conduct for employees at <a href="#">Beiersdorf Code of Conduct</a> and the Code of Conduct for suppliers here: <a href="#">Beiersdorf Sustainability Responsible Sourcing</a>
4.7	Process for determining the composition, qualifications, and expertise of the members of the highest governance body and its committees, including any consideration of gender and other indicators of diversity.	<a href="#">Beiersdorf Corporate Governance Report</a>
4.8	Internally developed statements of mission or values, codes of conduct, and principles relevant to economic, environmental, and social performance and the status of their implementation. Explain the degree to which these: <ul style="list-style-type: none"><li>• Are applied across the organization in different regions and department/units</li><li>• Relate to internationally agreed standards</li></ul>	<a href="#">Beiersdorf Sustainability Responsible Sourcing</a>
4.9	Procedures of the highest governance body for overseeing the organization's identification and management of economic, environmental, and social performance, including relevant risks and opportunities, and adherence or compliance with internationally agreed standards, codes of conduct, and principles.	<a href="#">Beiersdorf Sustainability CEO Statement</a> <a href="#">Beiersdorf Risk Report</a>
4.10	Processes for evaluating the highest governance body's own performance, particularly with respect to economic, environmental, and social performance.	The Supervisory Board regularly advises the Executive Board on the management of the company and supervises its activities. This includes sustainability-related issues and activities.

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## Commitment to External Perspectives

4.11	<p>Explanation of whether and how the precautionary approach or principle is addressed by the organization.</p> <p>Article 15 of the Rio Principles introduced the precautionary approach. A response to 4.11 could address the organization's approach to risk management in operational planning or the development and introduction of new products.</p>	<a href="#">Beiersdorf Risk Report</a>
4.12	<p>Externally developed, voluntary economic, environmental, and social charters, sets of principles, or other initiatives to which the organization subscribes or which it endorses.</p>	<ul style="list-style-type: none"> <li>• Responsible Care</li> <li>• German Charter of Diversity</li> </ul>
4.13	<p>Memberships in associations (such as industry associations) and/or national/international advocacy organizations in which the organization:</p> <ul style="list-style-type: none"> <li>• Has positions in governance bodies</li> <li>• Participates in projects or committees</li> <li>• Provides substantive funding beyond routine membership dues</li> <li>• Views membership as strategic</li> </ul>	<p><b>Organizations with a focus on sustainability:</b></p> <ul style="list-style-type: none"> <li>• Roundtable on Sustainable Palm oil (RSPO)</li> <li>• Forum Nachhaltiges Palmöl (FONAP)</li> <li>• AIM-PROGRESS</li> <li>• Corporate Citizenship Center Deutschland (CCCD)</li> <li>• European Partnership on Alternative Approaches to Animal Testing (EPAA)</li> <li>• Initiative Nachhaltige Rohstoffbereitstellung für die stoffliche Biomassenutzung (INRO)</li> </ul> <p><b>Industry associations in the cosmetics sector, some examples:</b></p> <ul style="list-style-type: none"> <li>• IGA (Industrie Gemeinschaft Aerosole e.V.)</li> <li>• Industrieverband Körperpflege und Waschmittel (IKW), Deutschland</li> <li>• Cosmetics Europe (former: COLIPA), Europe</li> <li>• European Brands Association (AIM)</li> </ul>



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## Stakeholder Engagement

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4.14	<p>List of stakeholder groups engaged by the organization.</p> <p>Examples of stakeholder groups are:</p> <ul style="list-style-type: none"> <li>• Civil society</li> <li>• Customers</li> <li>• Employees, other workers, and their trade unions</li> <li>• Local communities</li> <li>• Shareholders and providers of capital</li> <li>• Suppliers</li> </ul>	<p><b>Our most important stakeholder groups are:</b></p> <ul style="list-style-type: none"> <li>• Employees</li> <li>• Consumers</li> <li>• Business partners, including customers and suppliers</li> <li>• Investors</li> <li>• Representatives of the scientific community</li> <li>• Public policymakers and national/local authorities</li> <li>• Local communities and NGOs</li> </ul>
4.15	<p>Basis for identification and selection of stakeholders with whom to engage.</p>	<p>Every group or individual that has either a direct or indirect interest or impact on the larger scope of our business is considered to be a stakeholder. We recognize that our stakeholders have diverse interests, issues and interactions with us.</p>
4.16	<p>Approaches to stakeholder engagement, including frequency of engagement by type and by stakeholder group.</p>	<p>Our company-wide ‘We care’ engagement program focuses on informing our employees about our strategy and targets, actively involving them in the development process and inspiring them to act independently.</p> <p>We actively engage with our consumers to promote sustainable living and get them involved in our social initiatives.</p>
4.17	<p>Key topics and concerns that have been raised through stakeholder engagement, and how the organization has responded to those key topics and concerns, including through its reporting.</p>	<p>We identified issues that are key to our stakeholders and which contribute to the success of the company. These key material issues are covered in our ‘We care’ strategy.</p> <p>Find more information in our Sustainability Review 2013 on page 6: <a href="#">Beiersdorf_Sustainability_Downloads</a></p>

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## II. Performance Indicators

### Economic

#### DMA Disclosures on Management Approach EC

Beiersdorf is a global leader in the consumer goods industry with over 16,500 employees in more than 150 affiliates worldwide. We have two separate business segments. The Consumer business segment, whose strong brands focus on the international skin and body care markets, is our main business.

The tesa business segment is a pioneering manufacturer of self-adhesive products and solutions for industry, craft businesses, and consumers.

Economic indicators are collected via turnover and quality reporting, as well as liquidity reporting.

The goal of Beiersdorf's business activities is to sustainably increase the company's market share by achieving qualitative growth and at the same time to expand its earnings base. The long-term key performance indicators – sales growth in conjunction with market share, EBIT, and the EBIT margin (the ratio of EBIT to sales) – are derived from this. The goal is to generate internationally competitive returns through systematic cost management and the highly efficient use of resources.

The Executive Board manages the company and is dedicated to sustainably increasing its value. In addition to the functional areas of responsibility within the Executive Board – Finance, Human Resources, Supply Chain, and Consumer Brands, Pharmacy, and R&D – there are regional areas of responsibility. This regional allocation of responsibilities is a key factor in ensuring the Executive Board is closely involved in the company's operational business.

The disclosures on economic contexts are based primarily on information provided in the Annual Report and the Sustainability Reporting.

#### Economic Performance

EC 1	Direct economic value generated and distributed, including revenues, operating costs, employee compensation, donations and other community investments, retained earnings, and payments to capital providers and to governments.	<a href="#">Beiersdorf Annual Report</a>
EC 2	Financial implications and other risks and opportunities for the organization's activities due to climate change.	Climate change is one of the reasons for the resource scarcity. Therefore we are constantly looking for saving potentials in our energy use to reduce greenhouse gas emissions. In addition we aim at decreasing our water consumption and waste produced. We set us the goal to generate 50% of our sales from products with a significantly reduced environmental impact by 2020 (Basis 2011). Furthermore we aim to reduce our CO <sub>2</sub>

		<p>emissions by 30% per product sold by 2020 (Basis 2005).</p> <p>We analyze site-specific risks for e.g. floods within the scope of our risk management. A precise statement about the financial implications is due to the complexity not possible though.</p> <p>Find more information here:  <a href="#">Beiersdorf_Sustainability_Why_Planet</a></p>
EC 3	Coverage of the organization's defined benefit plan obligations.	<a href="#">Beiersdorf_Notes_Balance_Sheet</a>
EC 4	Significant financial assistance received from government.	We have not claimed any significant amount of subsidies.

**Market Presence**

EC 5	Range of ratios of standard entry level wage compared to local minimum wage at significant locations of operation.	This is not included in the 2013 reporting.
EC 6	Policy, practices, and proportion of spending on locally-based suppliers at significant locations of operation.	<p>Beiersdorf works whenever possible with suppliers that comply with the Beiersdorf Manufacturing Footprint.</p> <p>This allows us to draw some 85% of our packaging and raw materials from suppliers that produce within the region or country where the respective Beiersdorf production center is located.</p>
EC 7	Procedures for local hiring and proportion of senior management hired from the local community at locations of significant operation.	<p>If possible, job openings are filled from within the company to encourage internal mobility of talent.</p> <p>In case that no appropriate candidate is found for the role, we search in the local job market for qualified applicants.</p> <p>This approach is different for executive roles. We have developed a standardized global process in which most of the executive role openings are advertised on our internal global network. We also look outside the company for qualified candidates when necessary.</p>

**Indirect Economic Impacts**

EC 8	Development and impact of infrastructure investments and services provided primarily for public benefit through commercial, in-kind, or pro bono engagement.	<a href="#">Beiersdorf_Management_Report</a> <a href="#">Beiersdorf_Sustainability_Employee_Engagement</a>
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EC 9	Understanding and describing significant indirect economic impacts, including the extent of impacts.	This is not included in the 2013 reporting.
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## Environmental

### DMA Disclosures on Management Approach EN

Our reporting on environmental data generally follows the Sustainability Reporting Guidelines (G3.1) of the Global Reporting Initiative (GRI). Beiersdorf's carbon footprint is based on the Greenhouse Gas (GHG) Protocol's Corporate Accounting and Reporting Standard. Beiersdorf reports scope 1 and 2 and selected scope 3 emissions. This refers to our global sustainability commitments in the area of 'Planet'.

More information on our commitments and targets as well as organizational responsibilities can be found on our corporate website: [Beiersdorf Sustainability](#)

Details about our reporting scope, process and changes can be found in the separate document 'Disclosure regarding Beiersdorf's Environmental and Health and Safety Reporting - Boundaries and Methods' in the download section on our corporate website: [Beiersdorf Sustainability Downloads](#)

The document also elaborates on the applied methodology and organizational boundaries as well as on the data coverage per scope.

All EN indicators (and LA 7) are based on actually measured data gathered within our annual environmental sustainability reporting. The indicators on energy, water and waste cover the consumptions of our own production centers, leased and owned offices and third party finished product suppliers. Emissions from business travel, downstream third party finished product transportation and third party finished product production are enlisted in EN 17.

### Materials

EN 1	Materials used by weight or volume.	Our raw materials consumption including non-renewable materials and direct materials for own production added up to 160,090.7 tons.
EN 2	Percentage of materials used that are recycled input materials.	Our plastic packaging consists of up to 30% recycled material (excluding primary packaging). For transport (e.g. cardboard boxes, pallets), the packaging we use consists of more than 70% recycled material. As for the raw materials used in the formulation and manufacture of our cosmetic products, no recycled materials are used in the products themselves. More at: <a href="#">Beiersdorf Sustainability Packaging</a>

### Energy

EN 3	Direct energy consumption by primary energy source. (own production, leased / owned offices, third party finished product supplier)	In 2013 the total direct energy consumption was 612,375.0 gigajoules (GJ). See breakdown by primary energy source in the <a href="#">Appendix</a> .
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EN 4	Indirect energy consumption by primary source. (own production, leased / owned offices, third party finished product supplier)	In 2013 the total indirect energy consumption was 543,756.4 GJ. See breakdown, including the part of renewables in the <a href="#">Appendix</a> .
EN 5	Energy saved due to conservation and efficiency improvements.	Between 2005 and 2013 we reduced our total energy consumption in our production centers by 34.7% per finished product. See breakdown in the <a href="#">Appendix</a> .
EN 6	Initiatives to provide energy-efficient or renewable energy based products and services, and reductions in energy requirements as a result of these initiatives.	<a href="#">Beiersdorf_Sustainability_Energy</a>
EN 7	Initiatives to reduce indirect energy consumption and reductions achieved.	<a href="#">Beiersdorf_Sustainability_Energy</a>

**Water**

EN 8	Total water withdrawal by source. (own production, leased / owned offices, third party finished product supplier)	In 2013 the total water consumption was 1,638,982.5 cubic meters (m <sup>3</sup> ). See breakdown by source in the <a href="#">Appendix</a> . Between 2005 and 2013 we reduced the water consumption in our production centers by 30.6% per finished product.
EN 9	Water sources significantly affected by withdrawal of water.	We have no significant direct impact on water sources. The use of water is subject to strict guidelines. More at: <a href="#">Beiersdorf_Sustainability_Water</a>
EN 10	Percentage and total volume of water recycled and reused.	In 2013 the total amount of recycled or reused water in our production centers was 896.6 m <sup>3</sup> . This equals 0.1% of our total water consumption. <a href="#">Beiersdorf_Sustainability_Water</a>

**Biodiversity**

EN 11	Location and size of land owned, leased, managed in, or adjacent to, protected areas and areas of high biodiversity value outside protected areas.	None.
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EN 12	Description of significant impacts of activities, products, and services on biodiversity in protected areas and areas of high biodiversity value outside protected areas.	Securing biodiversity is the key to preserving a healthy environment for the generations to come.  Our potential impact on biodiversity mainly resides in the materials used in our products and how renewable materials are cultivated.
EN 13	Habitats protected or restored.	None.
EN 14	Strategies, current actions, and future plans for managing impacts on biodiversity.	<p>We are increasingly sourcing our materials sustainably, like e.g. our palm based raw materials and the paper we use.</p> <p>Find more information on our FSC certified cardboard here: <a href="#">Beiersdorf Sustainability Packaging</a> Further information about palm oil can be found here: <a href="#">Beiersdorf Sustainability Raw Materials</a></p> <p>Although the impact from plastic particles in cosmetics on the environment is mainly judged as minor, we have decided to replace the polyethylene particles in our products to contribute to the protection of the environment. For more information see: <a href="#">Beiersdorf Sustainability Raw Materials</a></p> <p>For our brand Florena we source several materials from organic sources and engage ourselves and our consumers in local initiatives to preserve biodiversity in the regions we source from. Further information on this topic can be found here: <a href="#">Beiersdorf Sustainability Raw Materials</a></p> <p>When investing in new production or office sites we conduct comprehensive location analyses to assess our potential impact on the local environment in consultation with local authorities. For the new production center in Mexico e.g. we are aiming for Platin level LEED certification.</p>
EN 15	Number of IUCN Red List species and national conservation list species with habitats in areas affected by operations, by level of extinction risk.	In 2013 Beiersdorf had no operations which affected areas with habitats of IUCN Red List species and national conservation list species.

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**Emissions, Effluents and Waste**

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EN 16	<p>Total direct and indirect greenhouse gas emissions by weight          (own production, leased / owned offices, vehicles)</p>	<p>In 2013 our total direct CO<sub>2</sub> emissions were 54,390.8 tons; and the total indirect CO<sub>2</sub> emissions were 62,073.2 tons. The CO<sub>2</sub> emissions from own production centers, leased and owned offices and vehicles therefore added up to 116,463.9 tons.</p> <p>See breakdown by source in the <a href="#">Appendix</a>.</p>
EN 17	<p>Other relevant indirect greenhouse gas emissions by weight.</p>	<p>In 2013 we have extended our reporting by including further GHG emissions. Emissions from business travel, third party finished product suppliers and downstream third party transportation were included in our reporting.</p> <p>The total indirect CO<sub>2</sub> emissions from business travel were 11,029.1 tons, from third party finished product supplier 22,871.4 tons and from third party finished product transportation 65,080.25 tons.</p>
EN 18	<p>Initiatives to reduce greenhouse gas emissions and reductions achieved.</p>	<p><a href="#">Beiersdorf Sustainability Energy</a></p>
EN 19	<p>Emissions of ozone-depleting substances by weight.</p>	<p>There are no significant emissions of ozone-depleting substances produced by Beiersdorf.</p>
EN 20	<p>NO, SO, and other significant air emissions by type and weight.          (own production, leased / owned offices)</p>	<p>In 2013 our NO<sub>2</sub> emissions added up to 19.1 tons. Since 2005 we have reduced the total NO<sub>2</sub> emissions in our production centers by 37.2% per finished product.</p> <p>Our SO<sub>2</sub> emissions added up to 2.3 tons in 2013. Since 2005 we have reduced the total SO<sub>2</sub> emissions in our production centers by 54.2% per finished product.</p>
EN 21	<p>Total water discharge by quality and destination.</p>	<p>In 2013 our amount of waste water added up to 635,888.4 cubic meters (m<sup>3</sup>) in our production centers, which represents a 24.3% decrease per finished product since 2005.</p> <p>See breakdown by source in the <a href="#">Appendix</a>.</p>

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EN 22	<p>Total weight of waste by type and disposal method. (own production, leased / owned offices, third party finished product supplier)</p>	<p>In 2013 our waste added up to 55,880.0 tons. Since 2005 we have reduced the total waste in our production centers by 36.3% per finished product. 84.7% of our non-hazardous waste and 53.0% of our hazardous waste were recovered, recycled or re-used in our production centers in 2013. We define hazardous waste as per the European directive 91/689/EEC (EU). See breakdown by source in the <a href="#">Appendix</a>.</p>
EN 23	<p>Total number and volume of significant spills.</p>	<p>No significant incidents occurred in 2013.</p>
EN 24	<p>Weight of transported, imported, exported, or treated waste deemed hazardous under the terms of the Basel Convention Annex I, II, III, and VIII, and percentage of transported waste shipped internationally.</p>	<p>We do not transport or dispose of any waste deemed hazardous under the terms of the Basel Convention Annex I, II, III and VIII. We define hazardous waste as per the European directive 91/689/EEC (EU).</p>
EN 25	<p>Identity, size, protected status, and biodiversity value of water bodies and related habitats significantly affected by the reporting organization's discharges of water and runoff.</p>	<p>This is not included in the 2013 reporting.</p>

**Products and Services**

EN 26	<p>Initiatives to mitigate environmental impacts of products and services, and extent of impact mitigation.</p>	<p><a href="#">Beiersdorf Sustainability Why Products</a></p>
EN 27	<p>Percentage of products sold and their packaging materials that are reclaimed by category.</p>	<p>This is not included in the 2013 reporting.</p>

**Compliance**

EN 28	<p>Monetary value of significant fines and total number of non-monetary sanctions for non-compliance with environmental laws and regulations.</p>	<p>No non-compliance cases were reported in 2013.</p>
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## Transport

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EN 29	Significant environmental impacts of transporting products and other goods and materials used for the organization's operations, and transporting members of the workforce.	<p>In 2013 the total CO<sub>2</sub> emissions from company vehicles were 27,149.9 tons. Thereof 12,350.6 tons were from owned and 14,799.4 tons were from leased company vehicles.</p> <p>In 2013 the total CO<sub>2</sub> emissions from third party finished product transportation were 65,080.3 tons.</p> <p>See breakdown of EN 16 and 17 in the <a href="#">Appendix</a> and further information on our corporate website <a href="#">Beiersdorf Sustainability Energy</a>.</p>
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## Overall

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EN 30	Total environmental protection expenditures and investments by type.	This is not included in the 2013 reporting.
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## Labor Practices and Decent Work

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### **DMA      Disclosures on Management Approach LA**

Our employees are vital to our success. They manage strong brands, develop innovations, and enthuse consumers around the world with high-quality products. The Human Resources department's forward-looking activities aim to support the strategic goals from Beiersdorf's Blue Agenda. For 2013, the following topics of Beiersdorf's Human Resources department are to be highlighted in particular:

- encouraging a culture of candid feedback
- fostering creativity through diversity
- enhancing cross-border collaboration
- Integrated Talent Management

In addition, Beiersdorf's Human Resources department is specifically focused on fostering motivation and a performance-driven culture. Dedication and enthusiasm at work are crucial for long-term corporate success.

A key means of enhancing Beiersdorf's corporate culture lies in fostering a culture of candid and honest feedback. The introduction of a global feedback process is particularly worth mentioning: TEAMVOICE 2013 was the first global employee survey of all Beiersdorf companies, and was conducted in collaboration with an international market and opinion research company. The aim of this dialog is to foster openness and trust at team level, strengthening long-term employee loyalty.

For Beiersdorf as a global company, diversity is a crucial competitive advantage. In 2013, the Human Resources department compiled a global action program with a key focus on gender and internationalization to increase diversity which contains clear objectives with regard to employee development and recruitment.

Beiersdorf is also focusing on increasing the number of international employees at its Hamburg location. This is being managed by using target quotas. In addition, the number of senior managers with international experience is to be increased throughout the Group. The target quotas are continuously reviewed by regular reporting.

In 2013 Beiersdorf created 'BluePlanet' as worldwide internal platform for communication and collaboration, making cross-border and cross-functional teamwork faster and more efficient. Employees can use this digital platform to hold direct discussions with each other, sharing knowledge and experiences.

Continuous professional development and knowledge acquisition are part of the Integrated Talent Management program. A wide range of opportunities for individual employees to strengthen their professional and personal skills are regularly revised in alignment with the company's strategy and organizational development so as to ensure that relevant specialized skills and management expertise are kept up to date in an optimum manner.

Following findings are based on analyses of Beiersdorf's local master data which are provided by SAP HR for all German affiliates. Currently a global master data system does not yet exist, but is planned to be implemented within the next years. Managing organizational and personal data for the whole world in one common data base will open many new opportunities as well as reduce data redundancies and a lot of manual work.

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## Employment

LA 1	Total workforce by employment type, employment contract, and region, broken down by gender.	<p>In 2013 Beiersdorf (only Consumer business segment) employed 12,890 people worldwide.</p> <p>Our regional employee breakdown is:</p> <ul style="list-style-type: none"> <li>• Germany: 3,664 employees</li> <li>• Europe (excluding Germany): 3,387 employees</li> <li>• America: 1,931 employees</li> <li>• Africa/Asia/Australia: 3,907 employees</li> </ul> <p>(Please note that detailed reporting will be available after implementation of global master data.)</p>
LA 2	Total number and rate of new employee hires and employee turnover by age group, gender, and region.	<p>This is not included in the 2013 reporting. (Please note that detailed reporting will be available after implementation of global master data.)</p>
LA 3	Benefits provided to full-time employees that are not provided to temporary or part-time employees, by major operations.	<p>Wherever we are in the world, our responsibility for our employees extends far beyond the legal requirements. We offer our employees, independent of the employment level, extensive additional benefits.</p> <p>These benefits vary from affiliate to affiliate, but are of a very high level overall.</p> <p>Employees on temporary contracts receive part of the voluntary and social benefits.</p>
LA 15	Return to work and retention rates after parental leave, by gender.	<p>The return to work rate after parental leave is 98.7% for female and 96.7% for male employees. (Based on all employees of Hamburg affiliates who returned in 2013 from parental leave).</p> <p>The retention rate after parental leave is for both, female and male employees, 100% (retention rate is the minimum continuance of twelve month at Beiersdorf after parental leave; based on employees who returned from parental leave in 2012).</p>

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## Labor / Management Relations

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LA 4	Percentage of employees covered by collective bargaining agreements.	<p>The key collective bargaining agreements at Beiersdorf AG (headquarters) are the collective agreements reached by the chemical industry, and works agreements.</p> <p>Depending on their scope, the provisions of the collective and works agreements apply both to the employees formally covered by them and to employees exempt from them, but not to executive staff. Since employment contracts make reference to applicable collective and works agreements, employees need not be union members to benefit from their application.</p> <p>The principle at Beiersdorf is that the interests of all employees whether they are covered by collective agreements or not, except for the executive staff, are assured under the Works Constitution Act (Betriebsverfassungsgesetz). The Works Council members at the individual companies are responsible for representing these interests, for example in negotiations on works agreements with management or in various committees. In addition, agreements have been entered into on the Group Works Council level.</p> <p>At Beiersdorf AG (headquarters), 49% of employees are employed under collective agreements. 40% of the workforce is non-tariff employees. The remaining last 11% of the workforce is executive staff.</p> <p>At European level, the European Dialogue serves to promote co-operation on the basis of trust.</p>
LA 5	Minimum notice period(s) regarding significant operational changes, including whether it is specified in collective agreements.	The employer keeps employee representative bodies informed in compliance with corporate and legal regulations.

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## Occupational Health and Safety

LA 6	Percentage of total workforce represented in formal joint management-worker health and safety committees that help monitor and advice on occupational health and safety programs.	<a href="#">Beiersdorf Sustainability Employee Safety</a>
LA 7	Rates of injury, occupational diseases, lost days, and absenteeism, and total number of work-related fatalities, by region and by gender.	<p>The LA 7 indicator is based on actually measured data gathered within our annual environmental sustainability reporting. (see DMA of EN section)</p> <p>In 2013 Beiersdorf accounted no fatalities in its global operations.</p> <p>Globally, we can report a 7.4 accident rate in our production centers and 4.8 accident rate in our offices resulting in more than one working day lost (per 1,000 employees).</p> <p>Our global injury rate was 31.6 in our production centers and 8.4 in our offices (per 1,000 employees).</p> <p>The lost day rate in our production centers amounted to <math>2.9 \cdot 10^{-5}</math> and 0.02 in our offices (per planned man day).</p> <p>Due to enhanced data quality and calculation improvements the LA 7 indicator is not comparable to the reports of the previous years.</p> <p>See breakdown by source in the <a href="#">Appendix</a>.</p>
LA 8	Education, training, counseling, prevention and risk-control programs in place to assist workforce members, their families, or community members regarding serious diseases.	<a href="#">Beiersdorf Sustainability Employee Safety</a>
LA 9	Health and safety topics covered in formal agreements with trade unions.	This is not included in the 2013 reporting.

## Training and Education

LA 10	Average hours of training per year per employee by gender, and by employee category.	The intensive training of our employees was also a focus of our human resources effort in 2013. Instructions tailored to practical applications provided targeted training and continuing education for skilled and managerial staff. This was complemented by training in occupational health and safety. At present we do not have any global figures for this aspect.
LA 11	Programs for skills management and lifelong learning that support the continued employability of employees and assist them in managing career endings.	All employees may pursue continuing education in their specialties, in part with or without direct relevance to their own work, without having to consult their supervisors.
LA 12	Percentage of employees receiving regular performance and career development reviews, by gender.	In an annual review, all employees receive a performance appraisal and feedback about the scope for their development. This form of employee review has been conducted at Beiersdorf for over 40 years. Since 2006, the performance appraisal has been enhanced worldwide with a uniform process to identify and promote potential. This process is enhanced continually. Thus a refined Performance Management process has been implemented internationally in 2013.

## Diversity and Equal Opportunity

LA 13	Composition of governance bodies and breakdown of employees per employee category according to gender, age group, minority group membership, and other indicators of diversity.	Currently, our Executive Board is exclusively male. Our Supervisory Board comprises of 67% male and 33% female and, at Executive level (Level 1+2), the balance is 74% male and 26% female. <a href="#">Beiersdorf Sustainability Diversity</a>
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## Equal Remuneration for Women and Men

LA 14	Ratio of basic salary and remuneration of women to men by employee category, by significant locations of operation.	This is not included in the 2013 reporting.
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## Human Rights

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### DMA **Disclosures on Management Approach HR**

Due to the international activities, Beiersdorf frequently comes into contact with different cultures, laws, and specific local conditions. What is considered to be the norm and polite in one country may be interpreted very differently in another country. Even within a single company, instructions may differ from area to area.

Despite diversity, there are some statutory provisions whose content is almost identical across different countries and which Beiersdorf are bound to obey.

Beiersdorf developed a Code of Conduct for employees and a Code of Conduct for suppliers to better understand these provisions, to reduce uncertainties in the everyday work, and to make clear the Beiersdorf principles, as well as to comply with the statutory obligations.

Our Codes of Conduct describe the principles that form the basis for our decisions and actions for all employees and suppliers worldwide.

Its content is inspired by ILO, Global Compact principles and OECD Guidelines. An introduction to our Code of Conduct and both Codes of Conduct can be found at:

[Beiersdorf Sustainability Responsible Sourcing](#)

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### Investment and Procurement Practices

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HR 1	Percentage and total number of significant investment agreements and contracts that include clauses incorporating human rights concerns, or that have undergone human rights screening.	Our success is based on the trust placed in us by consumers, customers, investors and employees. That is why we set high standards when it comes to responsibility – both for ourselves as a Company and for each individual. Our Code of Conduct is designed to help implement our Company’s values in everyday working life. It aims to clarify what is expected of Beiersdorf. Its objective is to show how to handle potential issues or difficult situations that affect our business practices or our dealings with each other.
HR 2	Percentage and total number of significant investment agreements and contracts that include clauses incorporating human rights concerns, or that have undergone human rights screening.	For our suppliers, we have developed a Code of Conduct which sets out harmonized and binding criteria for responsible action. It is designed to ensure that our suppliers meet the same standards in the area of sustainability that are binding for us. Almost 80% of our direct material suppliers have accepted our CoC. We have developed an appropriate system with which we can monitor our suppliers’ compliance with the Code

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and regulate how we deal with deviations.

In order to increase effectiveness and reduce complexity in this process, we use the web-based database from Supplier Ethical Data Exchange (Sedex), in which suppliers can enter general information such as assessment reports or certificates and make them available to customers.

Moreover, Beiersdorf has been an active member of the AIM PROGRESS committee since October 2010, which operates under the aegis of the European Brands Association (AIM).

Its goal is to further improve sustainability over the entire supply chain, including conscientious purchasing principles.

You can find the complete Code of Conduct for Suppliers as well as the introductory brochure for our suppliers at:

[Beiersdorf\\_Sustainability\\_Responsible\\_Sourcing](#)

More information on the activities of AIM PROGRESS and Sedex can be found at:  
[www.aim-progress.com](http://www.aim-progress.com) and  
[www.sedexglobal.com](http://www.sedexglobal.com)

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HR 3 Total hours of employee training on policies and procedures concerning aspects of human rights that are relevant to operations, including the percentage of employees trained.

[Beiersdorf\\_Sustainability\\_Responsible\\_Sourcing](#)

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## Non-Discrimination

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HR 4	Total number of incidents of discrimination and corrective actions taken.	<p>We do not tolerate any form of discrimination, be it due to gender, age, physical appearance or origin. This anti-discrimination principle is firmly established in our company-wide Human Resources policy and Code of Conduct.</p> <p>Possible individual cases of discrimination will be managed with the utmost seriousness and won't be tolerated.</p> <p>An introduction to the Code of Conduct and the Code of Conduct itself can be found at:</p> <p><a href="#">Beiersdorf Sustainability Responsible Sourcing</a></p>
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## Freedom of Association and Collective Bargaining

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HR 5	Operations and significant suppliers identified in which the right to exercise freedom of association and collective bargaining may be violated or at significant risk, and actions taken to support these rights.	<p>There have not been any such cases.</p> <p>More at:</p> <p><a href="#">Beiersdorf Sustainability Responsible Sourcing</a></p>
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## Child Labor

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HR 6	Operations and significant suppliers identified as having significant risk for incidents of child labor, and measures taken to contribute to the effective abolition of child labor.	<p>We do not tolerate child labor be it directly or indirectly related to our activities.</p> <p>More at:</p> <p><a href="#">Beiersdorf Sustainability Responsible Sourcing</a></p>
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## Forced and Compulsory Labor

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HR 7	Operations and significant suppliers identified as having significant risk for incidents of forced or compulsory labor, and measures to contribute to the elimination of all forms of forced or compulsory labor.	<p>We do not tolerate any form of forced or compulsory labor in direct or indirect association with our activities.</p> <p>More at:</p> <p><a href="#">Beiersdorf Sustainability Responsible Sourcing</a></p>
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## Security Practices

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HR 8	Percentage of security personnel trained in the organization's policies or procedures concerning aspects of human rights that are relevant to operations.	<p>Also for all security personnel, we have developed a Code of Conduct which sets out harmonized and binding criteria for responsible action.</p>
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## **Indigenous Rights**

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HR 9	Total number of incidents of violations involving rights of indigenous people and actions taken.	We are not aware of any such cases.
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## **Assessment**

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HR 10	Percentage and total number of operations that have been subject to human rights reviews and/or impact assessments.	We are not aware of any such cases.
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## **Remediation**

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HR 11	Number of grievances related to human rights filed, addressed and resolved through formal grievance mechanisms.	We are not aware of any such cases.
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## Society

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### DMA Disclosures on Management Approach SO

Acting lawfully is an inherent part of Beiersdorf's corporate culture and one of its core values. Accordingly the Executive Board of Beiersdorf has set up **Beiersdorf Compliance Principles** that expressly bestow upon each employee the liability and duty to abide by all applicable laws and internal guidelines and upon management the responsibility to ensure such compliance.

The **Beiersdorf Code of Conduct** has been established as a binding guideline for each individual employee as well as the Executive Board in order to integrate these company values into everyday working life. It sets the standard for expected behavior on a broad array of legal and ethical topics, including by example (and without limitation) the ban on corruption, the requirement of fair competition, the commitment to product safety and quality but also the responsibility towards society.

**Groupwide compliance programs** and compliance management processes are further reinforcing these strong commitments. With a focus on competition compliance and corruption prevention this means in a nutshell:

- Under its Anti-Corruption Guideline Beiersdorf employees are prohibited to offer, promise or give personal benefits to holders of public office. Commercial bribery is equally ruled out and strict guidance is provided on such issues as gifts, conflicts of interest and invitations.
- A set of Competition Compliance Guidelines sets standards and procedural safeguards in potentially competition sensitive issues such as the contact with competitors.
- Trainings – from customized workshops to classic classroom trainings in local language and e-learnings – are provided to those employees with potential exposure to such issues.
- Compliance Management Responsibles in each Management Unit are in charge of implementing these programs in their affiliates while the Corporate Compliance Management Function (a distinct part of corporate Legal Affairs) provides expert support, legal advice and plays a key role in monitoring the effective implementation of the programs and their constant improvement.
- Corporate Auditing performs regular compliance audits as an integral part of their auditing program

Hints and audit findings (e.g. provided through the implemented whistleblowing channels) regarding potential compliance infringements are followed up (if appropriate, with remedies).

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## Local Communities

SO 1	Percentage of operations with implemented local community engagement, impact assessments, and development programs.	<p>We maintain open communication and long-term cooperation with our stakeholders. This approach leads to informing the public swiftly and comprehensively of any new developments as they happen.</p> <p>We are in a constant dialog with stakeholders and structure our business activities so as to minimize our social impact.</p> <p>At our sites, we try to fit in as well as we can with the local environment.</p> <ul style="list-style-type: none"> <li>• Before constructing new premises, we conduct comprehensive location analyses in consultation with local authorities.</li> <li>• At existing sites, we make constant efforts to minimize our impact on the local environment.</li> <li>• An emergency and environmental management strategy is being implemented at all sites.</li> <li>• Comprehensive analyses and social plans are drawn up before any divestments are made.</li> </ul> <p>In addition, we increasingly support social causes in our local communities by actively involving our employees. In 2013, the global charity program 'NIVEA Family Days' allowed employees at more than 40 sites to deliver financial and in-kind support to families in need. Employee activities included hands-on support, donation of Christmas gifts, charity markets and social family events. For more information about NIVEA's global social commitment 'NIVEA cares for family' please visit <a href="#">Beiersdorf_Sustainability_Employee_Engagement</a>.</p>
SO 9	Operations with significant potential or actual negative impacts on local communities.	Beiersdorf had no operations with significant potential or actual negative impacts on local communities in 2013.
SO 10	Prevention and mitigation measures implemented in operations with significant potential or actual negative impacts on local communities.	This is not included in the 2013 reporting.

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## Corruption

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SO 2	Percentage and total number of business units analyzed for risks related to corruption.	<p>We are committed to fair competition. We therefore strictly reject any form of corruption.</p> <p>A detailed risk assessment related to corruption is included in the risk assessment process of our headquarters and was carried out accordingly, in addition, a representative selection of affiliates worldwide (i.e. selection based on a scoping) carried out a high level risk assessment of corruption risks. Furthermore, compliance audits by Beiersdorf's internal audit teams relating to corruption are also carried out on a regular basis in accordance with Beiersdorf's general internal audit plan.</p> <p>More at: <a href="#"><u>Beiersdorf Sustainability Responsible Sourcing</u></a></p>
SO 3	Percentage of employees trained in organization's anti-corruption policies and procedures.	<p>The prevention of corruption is an important component of our company culture and a main principle of our Code of Conduct. It has been implemented and taught in consideration of an anti-corruption guideline that applies to the entire company.</p> <p>Employees in risk-relevant areas also receive separate in-depth classroom training specifically on corruption prevention and Beiersdorf's anti-corruption guideline (more than 4000 of current employees in Beiersdorf's Consumer business segment trained by the end of June 2013). These trainings cover fields such as bribery (both in public office and commercial) and facilitation payments, invitations and hospitality and gifts. Local trainings were held in more than 60 affiliates (by the end of June 2013).</p> <p>More at: <a href="#"><u>Beiersdorf Sustainability Responsible Sourcing</u></a></p>

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SO 4	Actions taken in response to incidents of corruption.	<p>We have a specific anti-corruption compliance program in place.</p> <p>Under the framework of this program employees at Beiersdorf are encouraged to give hints or raise concerns with regard to any potential corruption incidents they may have become aware of in specially protected environments – be it via a special Compliance Hotline directly to Compliance Management, to an external Ombudsmann (Germany) or in more than 40 countries to an externally hosted whistleblowing platform.</p> <p>Indications of incidents are then investigated and, if necessary, followed up/corrected and incorporated into appropriate further preventive measures such as further training courses, operating procedures, guidelines and/or sanctions.</p> <p>More at: <a href="#"><u>Beiersdorf Sustainability Responsible Sourcing</u></a></p>
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## **Public Policy**

SO 5	Public policy positions and participation in public policy development and lobbying.	<p>Having an important share of business in Europe, Beiersdorf is actively following the regulatory developments and takes part in the discussion with various stakeholders both on EU and national level.</p> <p>We are a corporate member of Cosmetics Europe, the leading European cosmetics association, and contribute to the work in project teams with a number of experts from different disciplines (science, regulatory, quality, legal, communications).</p> <p>In most European countries, Beiersdorf affiliates are members of the national cosmetics associations, for example in Germany (IKW), France (FEBEA) or UK (CTPA), with local staff representing Beiersdorf.</p> <p>All Beiersdorf advocacy activities within industry associations are following our internal Code of Conduct and compliance rules. We also joined the European Transparency Register in 2009.</p>
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SO 6	Total value of financial and in-kind contributions to political parties, politicians, and related institutions by country.	Based on our Code of Conduct (CoC) for all employees worldwide we do not accept any kind of donation to political parties.
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### **Anti-Competitive Behavior**

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SO 7	Total number of legal actions for anti-competitive behavior, anti-trust, and monopoly practices and their outcomes.	<p>We report about such actions if they could bear relevant financial risk in our group financial reports. The reportable actions pending in 2013 are:</p> <p>Along with other companies, affiliates of the Beiersdorf Group in Belgium and France are involved in antitrust proceedings relating to cosmetics products on a national level. A statement of objection has now been issued in France as well. To the extent that an outflow of resources embodying economic benefits is likely to be required to settle these obligations, provisions were established for the pending antitrust proceedings in the amount of the best estimate of the settlement value. However, no conclusive assessment of the risk from the Group perspective is possible at present. (Quote from our Q2 2013 financial report).</p> <p>A group-wide comprehensive competition compliance program including relevant trainings has been rolled out also in response to these investigations.</p> <p><a href="#"><u>Beiersdorf Sustainability Responsible Sourcing</u></a></p>
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### **Compliance**

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SO 8	Monetary value of significant fines and total number of non-monetary sanctions for noncompliance with laws and regulations.	This is not included in the 2013 reporting.
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## Product Responsibility

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### DMA Disclosures on Management Approach PR

#### Beiersdorf Quality Policy

##### Our Business

We develop, produce and market branded products of high quality.

##### Our Objective

Our goal is consumer and customer satisfaction as the basis for our business. This comprises compliance to our internal and external quality standards, as well as legal and regulatory requirements. All our employees focus on the fulfillment of the requirements from our consumers, customers and markets.

##### Our Policy

Uncompromising quality is a comprehensive success factor of our Beiersdorf strategy for attaining the company goals. Our understanding of 'quality' goes beyond actual product quality and includes all quality aspects of the company's performance. We regard quality as a dynamic process of continuous improvement in all activities to increase consumer and customer satisfaction and cost competitiveness.

This Beiersdorf Quality Policy defines top management's commitment to quality and is being implemented in all areas of the company via Beiersdorf Quality Management Systems in accordance with internationally accepted standards.

We commit ourselves to complying with the binding requirements in our Quality Management Systems and to continually improving them for all core processes and for all associated management and support processes.

All our employees are committed to our quality policy. Regular training ensures that adequate qualifications are constantly brought up to date.

We only collaborate with reliable suppliers and ensure that they adopt our quality management standards.

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### Customer Health and Safety

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PR 1	Life cycle stages in which health and safety impacts of products and services are assessed for improvement, and percentage of significant products and services categories subject to such procedures.	Raw materials for cosmetic products have to pass a multi-stage selection process involving our experts in a number of specialist functions before utilized in our products.  All of our finished cosmetic products are subject to a stringent safety assessment from our toxicological experts before released for the market.  <a href="#">Beiersdorf Product Development</a> <a href="#">Beiersdorf Sustainability Why Products</a>
PR 2	Total number of incidents of non-compliance with regulations and voluntary codes concerning health and safety impacts of products and services during their life cycle, by type of outcomes.	This is not included in the 2013 reporting.

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## Product and Service Labeling

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PR 3 Type of product and service information required by procedures and percentage of significant products and services subject to such information requirements.

### **We comply with all legal regulations regarding necessary product and service information.**

- All products are marked and labeled according to local legislation. For example information about ingredients in cosmetic products is provided directly on the product packaging using the 'International Nomenclature of Cosmetic Ingredients' (INCI) as required by the cosmetics regulations. Also all other legal requirements like information about the responsible person and others are executed according to legal requirements.
- Aerosol cans marketed in Europe are designated using the European Aerosol Dispensers Directive (75/324/EG).
- Warnings for specific product groups such as the labelling of aerosol sprays containing propane or butane with the 'extremely flammable' hazard symbol are included.
- A Product Information File for each cosmetic product as requested by European law including Safety Report is stored. A Notification of each cosmetic product as requested by European law has taken place.
- Additionally, users can find all information about our products' proper use, effects and ingredients at the different brand websites, e.g. [www.NIVEA.com](http://www.NIVEA.com), [www.Hansaplast.com](http://www.Hansaplast.com) and [www.Eucerin.com](http://www.Eucerin.com).
- Partners in the logistics chain are automatically provided with all necessary reference data for the execution of logistics processes.
- Bulks and finished products are ranked according to the applicable dangerous goods regulations. They are packaged and labelled in compliance with regulations for transport.
- For drivers transporting dangerous good, we utilize the instructions in writing made available by the UN containing information and safety instructions e.g. concerning characteristics, necessary equipment, emergency measures, etc.

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PR 4	Total number of incidents of non-compliance with regulations and voluntary codes concerning product and service information and labeling, by type of outcomes.	On only very rare occasions our products are subject to legal inquiries regarding product information or labeling. If finally asked by an authority or court to make any amendments to the product information or label we would comply with such request.
PR 5	Practices related to customer satisfaction, including results of surveys measuring customer satisfaction.	<p>Consumer and customer satisfaction is the basis of our business. We are in constant dialog with our consumers, enabling us to address their needs during product development.</p> <p>We use internationally valid processes and an active global network of Consumer Relations Managers to guarantee compliance with uniform high quality standards regarding consumer contacts in local markets. Among other things, this framework ensures quick reaction times, qualified answers to all types of queries, and the constructive handling of complaints.</p> <p>In addition, complaints worldwide are evaluated centrally, their causes are analyzed, and optimization measures implemented.</p>

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### **Marketing Communications**

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PR 6	Programs for adherence to laws, standards, and voluntary codes related to marketing communications, including advertising, promotion, and sponsorship.	This is not included in the 2013 reporting.
PR 7	Total number of incidents of non-compliance with regulations and voluntary codes concerning marketing communications, including advertising, promotion, and sponsorship by type of outcomes.	This is not included in the 2013 reporting.

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## Customer Privacy

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PR 8	Total number of substantiated complaints regarding breaches of customer privacy and losses of customer data.	<p>Beiersdorf complies with national and international regulations on customer privacy.</p> <p>If customer and consumer data protection was ever impaired and a loss of data occurred despite all our security measures, we would take all necessary steps to correct the situation as quickly as possible.</p> <p>We provide corrective actions, and no complaint remains unanswered.</p> <p>We have appointed a data protection officer to monitor the observance in Germany of all applicable data protection provisions by all our German affiliates in accordance with the Federal Data Protection Act.</p> <p>In other countries, we assure that local data protection provisions are observed and that legal requirements are met for international data transfer.</p> <p>When we hire third parties to process personal data, we assure that they fulfill legal requirements and offer a level of protection corresponding to our requirements and the need to protect the data.</p>
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## Compliance

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PR 9	Monetary value of significant fines for noncompliance with laws and regulations concerning the provision and use of products and services.	This is not included in the 2013 reporting.
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## III. Appendix

### Awards (Selection)

#### 2.10 NIVEA honored with Best Brands Award

The Best Brands Award bestows awards based on a representative study. The study conducted by GfK measures the actual economic success and popularity of brands in the eyes of consumers. Since the introduction of the Best Brands Awards in 2003, NIVEA has always been ranked among the top brands. In 2013 for the first time the brand has achieved first place.



#### NIVEA awarded with Pegasus Award

In 2013 NIVEA took once again first place in the category of skin care in all the participating countries and was also voted the most trusted brand in the category of hair care in three of twelve countries. Since the introduction of the Pegasus Awards in 2001, NIVEA has taken first place in almost all participating countries in the category of skin care every year.



#### NIVEA Natural Fairness Deo voted for 'Product of the Year'

NIVEA Natural Fairness Deodorant was recently voted as 'Product of the Year' 2013 by women in the Gulf region.



#### Beiersdorf company sports in Hamburg received 'SportMerkur' Award

Beiersdorf AG received the 'SportMerkur' Award in honor of its commitment to company sports.



#### NIVEA and Hansaplast received 'Ads of the Year' Award

The NIVEA Vital and Hansaplast brands scooped up first and second place at this year's 'Ads of the Year' Award organized by the German Association of Magazine Publishers (Verband Deutscher Zeitschriftenverleger, VDZ).



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### **Bronze seal for Florena**

The products in Florena's 'firming care' line with organic great burdock fruit extract were awarded the bronze '2013 Product of the Year' seal for the face care category by trade magazine LEBENSMITTEL PRAXIS.



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### **reddot Design Award for NIVEA**

NIVEA was awarded the renowned 'reddot Best of the Best Design Award' in the 'Brand Design & Identity' category for the new design language. The reddot Design Award is considered one of the most important awards in the design industry and with about 16,000 entries from 70 countries is among the largest design competitions in the world.



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### **NIVEA Creme received Japan's most Important Consumer Prize**

On December 5th, the skin care classic received the most online votes from consumers and was able to win the distinguished @cosme Best Grand Prix 2013.



## Environmental (Tables)

EN3	Production		Office buildings	3 <sup>rd</sup> party [unit] production	
	Natural gas	357010.19	66197.75	130402.90	GJ
Fuel oil	27924.15	2197.73	7271.21	GJ	
Crude oil (LPG)	19551.17	565.82	566.01	GJ	
Coal	0.00	0.00	0.00	GJ	
Total direct energy	404932.91	69201.95	138240.11	GJ	
Total direct energy consumption per 1000 finished products* / per m <sup>2</sup> **	0.17*	0.53**		GJ	

EN4	Production		Office buildings	3 <sup>rd</sup> party [unit] production	
	Total indirect energy <sup>1</sup>	357452.28	50295.83	136008.31	GJ
Part of renewable energy	17.01	5.31	1.77	%	
Total indirect energy consumption per 1000 finished products* / per m <sup>2</sup> **	0.15*	0.38**		GJ	

<sup>1</sup> Including purchased electricity and steam

EN5	Production		Office buildings	3 <sup>rd</sup> party [unit] production	
	Total energy consumption	762385.19	119497.78	274248.41	GJ
Total energy consumption per 1000 finished products* / per m <sup>2</sup> **	0.31*	0.91**		GJ	

	Reduction (Production)		[unit]
	2012-2013	2005-2013	
Reduced total energy per finished product	2.87	34.66	%
Reduced direct energy per finished product	1.31	36.47	%
Reduced indirect energy per finished product	4.57	32.48	%

EN8	Production	Office buildings	3 <sup>rd</sup> party [unit] production	
	Total water consumption	1270373.00	86473.62	282135.87
Total water consumption per 1000 finished products* / per m <sup>2</sup> **	0.52*	0.66**		m <sup>3</sup>
Surface water	0.00			m <sup>3</sup>
Ground water	47473.00			m <sup>3</sup>
Rainwater	0.00			m <sup>3</sup>
Municipal water	1217559.00			m <sup>3</sup>
Wastewater taken from other organisations	5341.00			m <sup>3</sup>
	Reduction (Production)			[unit]
	2012-2013	2005-2013		
Reduced total water per finished product	-0.05	30.61		%

  

EN10	Production	[unit]	
	Total water recycled and reused	896.60	
Total recycled and reused water from total water consumption	7.06		%

  

EN16	Production	Office buildings	3 <sup>rd</sup> party [unit] production	
	Total CO <sub>2</sub> -emissions	78152.04	11161.95	22871.40
Total CO <sub>2</sub> -emissions per 1000 finished products* / per m <sup>2</sup> **	0.03*	0.09**		T
Direct CO <sub>2</sub> -emissions	23328.34	3912.49	7890.00	T
Indirect CO <sub>2</sub> -emissions	54823.70	7249.46	14981.40	T



	Reduction (Production)		[unit]
	2012-2013	2005-2013	
Reduction of total CO <sub>2</sub> -emissions per finished product	2.75	34.08	%
Reduction of direct CO <sub>2</sub> -emissions per finished product	1.39	36.83	%
Reduction of indirect CO <sub>2</sub> -emissions per finished product	3.32	32.83	%

EN17	Production	Office buildings	[unit]
	Total CO <sub>2</sub> -emissions from owned and leased company vehicles	789.68	26360.26
Total CO <sub>2</sub> -emissions from owned company vehicles	762.92	11587.63	T
Total CO <sub>2</sub> -emissions from leased company vehicles	26.75	14772.63	T
	Production	Office buildings	[unit]
Total CO <sub>2</sub> -emissions from business travel	736.51	10292.63	T
Total CO <sub>2</sub> -emissions from business travel and company vehicles	1526.19	36652.89	T

EN20	Production	Office buildings	3 <sup>rd</sup> party [unit] production	
	Total NO <sub>2</sub> -emissions	16.32	2.77	5.20
Total SO <sub>2</sub> -emissions	2.08	0.18	0.55	T
Reduction (Production)				[unit]
	<b>2012-2013</b>	<b>2005-2013</b>		
Reduction of total NO <sub>2</sub> -emissions per finished product	1.83	37.22		%
Reduction of total SO <sub>2</sub> -emissions per finished product	10.74	54.21		%
EN21	Amounts (Production)			[unit]
	Total waste water	635888.40		m <sup>3</sup>
Total waste water per 1000 finished products	0.26			m <sup>3</sup>
Discharge into surface waters	45180.00			m <sup>3</sup>
Discharge into municipal sewer	545822.80			m <sup>3</sup>
Discharge by other means	44885.60			m <sup>3</sup>
Quantity of reused water	896.60			m <sup>3</sup>
Reduction (Production)				[unit]
	<b>2012-2013</b>	<b>2005-2013</b>		
Reduced total waste water per finished product	-3.07	24.28		%

EN22			3 <sup>rd</sup> party	
	Production	Office buildings	production [unit]	
Total waste	19987.39	2635.81	33256.82	T
Total waste per 1000 finished products* / per m <sup>2</sup> **	0.01*	0.02**		T
Total non-hazardous waste	18616.81		31415.38	T
Total hazardous waste	1370.58		1841.44	T
Percentage of disposal methods for non-hazardous waste	Production			[unit]
Disposed for landfilling	8.21			%
Recovery, recycling, reuse	84.75			%
Disposed for incineration	7.04			%
Percentage of disposal methods for hazardous waste	Production			[unit]
Disposed for landfilling	13.97			%
Recovery, recycling, reuse	52.99			%
Disposed for incineration	33.04			%
	Reduction (Production)			[unit]
	<b>2012-2013</b>	<b>2005-2013</b>		
Reduced total waste per finished product	-5.31	36.29		%

## Labor Practices and Decent Work (Tables)

Production				
Region	Lost day rate (LDR) (per planned man day)	Injury rate (IR) (per 1000 employees)	Accident rate: Injuries causing more than one lost working day (per 1000 employees)	Fatalities
Europe	5.55 *10 <sup>-5</sup>	72.46	12.79	0
Latin America	3.51 *10 <sup>-5</sup>	16.53	9.45	0
Asia	1.29 *10 <sup>-5</sup>	9.59	3.55	0
Africa	0	16.81	0	0
Global	2.87 *10 <sup>-5</sup>	31.64	7.42	0

Note: 'one day' is considered as one planned working day according to local working conditions. Lost days are counted starting on the first day of absence. Changing of calculation methods due to enhanced data quality.

Offices				
Region	Lost day rate (LDR) per 1000 employees	Injury rate (IR) (per 1000 employees)	Accident rate: Injuries causing more than one lost working day (per 1000 employees)	Fatalities
Europe	3.52 *10 <sup>-5</sup>	12.74	7.90	0
North & Latin America	1.36 *10 <sup>-5</sup>	5.85	3.34	0
Asia	0	0.43	0	0
Africa	0	0	0	0
Oceania	5.27 *10 <sup>-5</sup>	42.42	12.12	
Global	0.02	8.43	4.80	0

Note: 'one day' is considered as one planned working day according to local working conditions. Lost days are counted starting on the first day of absence. Changing of calculation methods due to enhanced data quality.