

DIVERSITY & INCLUSION at SoE **Beiersdorf**

Our society is becoming more and more aware...

We are better together

and Beiersdorf makes a stand!

ONE TEAM    
LIVING DIVERSITY

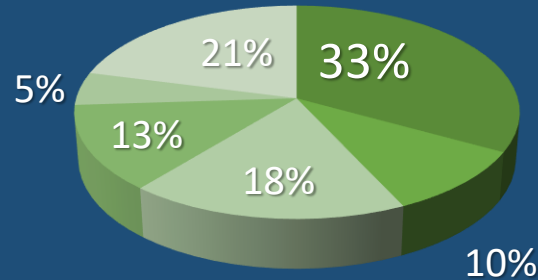
Beiersdorf

Get to know us – MU SoE

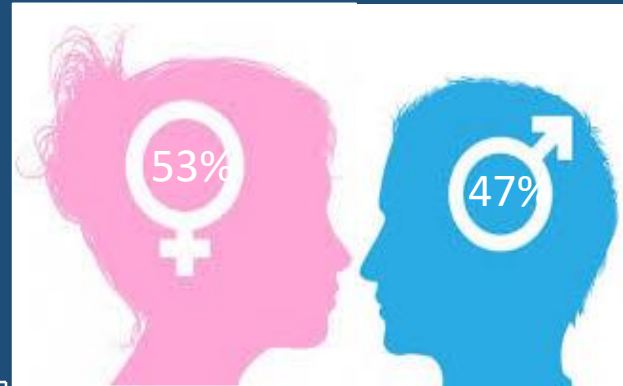


Distribution - Total: 541

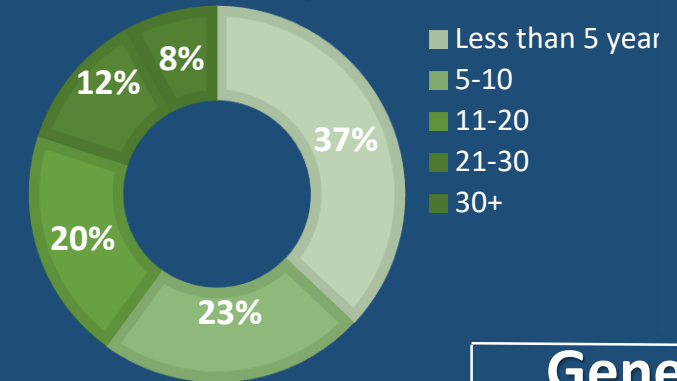
- Sales+S&CM
- Marketing
- Supply Chain
- Finance
- HR+GS
- BU PH



Gender: Women Predominance



Company Revitalization



More than **1/2** of our People has less than **10** years of Company Seniority

Women in Leadership

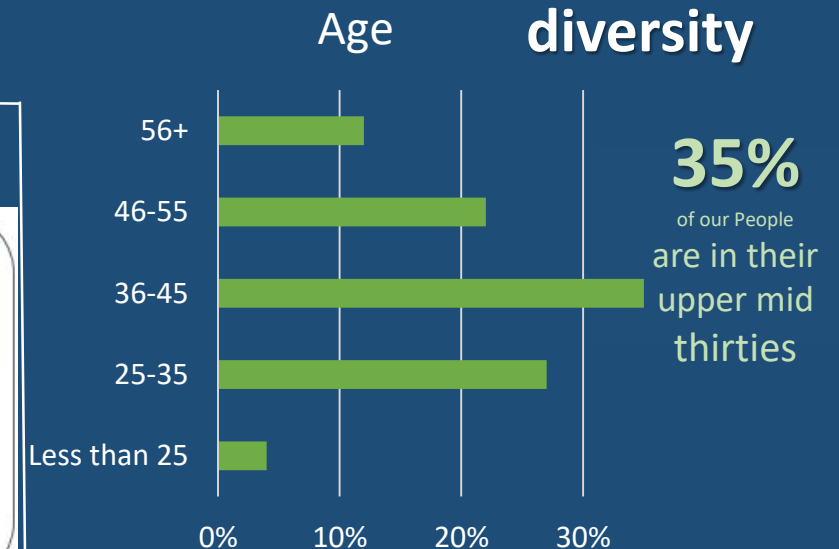


Women Board team: Internal vs External hires

100% Coming from internal talent pipeline



Generation diversity



35% of our People are in their upper mid thirties

How we address D&I at **Beiersdorf**



Cultural sensitivity
understanding other
Cultures better.

**Gender diversity as a
factor of success** we
are *constantly looking
for the best people,
that means we build
the most diverse teams
in order to do so.*

Three lines of work to Support D&I



1

Helping Managers: **Inclusion** is now a requirement for being a good Manager

2

Building an **inclusive culture**: greater team connection and stronger leadership.



3

Building **actions** towards closing the gap – **NOT CHECKING THE BOX** approach



How does technology innnovation help us achieve Diversity & Inclusion

Intranet: specific **Diversity Management** internal communication page to share Inclusive content.

The screenshot shows the BlueNet intranet interface. The top navigation bar includes links for Intranet, GroupSite, blueplanet, and BusinessPortal. The user is logged in as Nieru, Ofelia. The main content area is titled 'Diversity Management' and features a video player with a play button. Below the video, there is a text block discussing the importance of diversity management. The right sidebar contains a 'Contact' section for Katrin Duschau, a 'BluePlanet Community' section for 'Women in Leadership', and an 'Internationalization' section.

Ways of work : Job sharing is an example of how Technology allow us to connect and find a partner to share one job.

The screenshot shows the two:share job sharing platform. The header includes the 'two:share' logo and language options (DE, EN). The main content area has a 'Welcome on two:share' message and a description of the platform's purpose. There is a 'Login' section with fields for E-mail and Password, and a 'Create account now' button. A 'Reset password' link is also present. The background image shows two women smiling and talking.

Diversity is being
invited to the party;
inclusion is being
asked to dance.

Verna Myers

www.declicinternational.com

Thank you very much!