



GROWTH BY
SUSTAINABILITY



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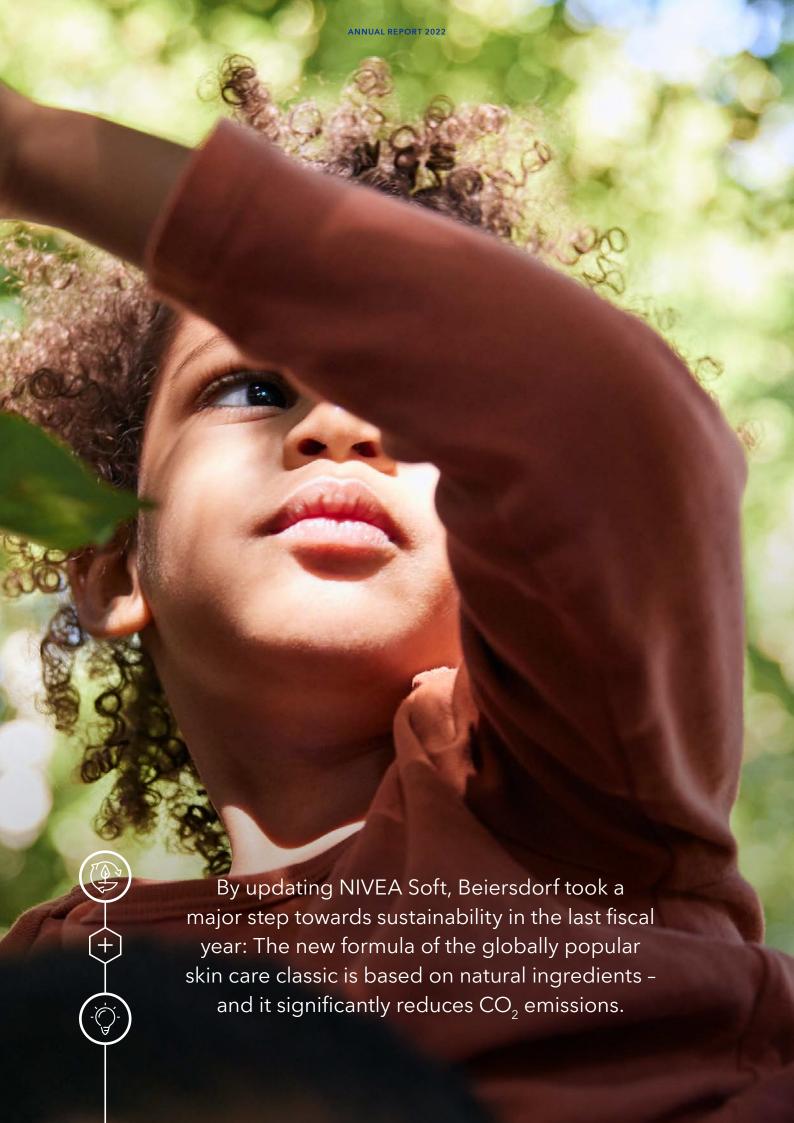
FORMULA FOR SUSTAINABLE GROWTH

For more than 140 years, formulas have played a highly significant role for us: they are the basis of our products - and thus of our success.

Our formula for sustainable growth is our C.A.R.E.+ strategy, with which we have set clear strategic priorities. Our ambition is to create more value for people and society in the long term.







FINDING THE PERFECT FORMULA

More than 2,000 formula prototypes, over 9,000 product testers and some four years of in-depth research: "Numerous colleagues from different departments worked closely together to find the perfect formula for NIVEA Soft," says Dr. Silke Garmatz, Manager Body, Cream and Hand at Beiersdorf. "Our common goal: A NIVEA Soft that is made with as many ingredients from a natural origin as possible. As a rule, natural ingredients reduce a product's carbon footprint through lower CO, emissions and that's the whole reason behind our transformation and realization of our ambitious climate goal."

Thousands of product tests

But it's not that easy to switch ingredients. The first task is to find alternatives that are not only more sustainable, but also just as safe, effective and useful as the previous ones. "They also have to be compatible with the other formula ingredients and meet the sensory experience consumers expect and appreciate," says Wei Tang, R&D Engineer at Beiersdorf.

This is why the experienced product developer and her colleagues have changed the formula prototypes again and again over the years, and tested the properties and sensory experience with the help of thousands of product tests. But that's not all: There were also many production challenges to consider with the



Dr. Silke Garmatz, Manager Body, Creme and Hand



The enhanced NIVEA Soft now lasts even longerand deeply hydrates the skin for 48 hours

95%
natural
ingredients

98% biodegradable

100% natural jojoba oil update of the NIVEA Soft formula: Are the potential new ingredients even available in sufficient quantities? Which patent issues need to be clarified? How do the new ingredients and new supply sources affect logistics and manufacturing processes? And can the necessary adjustments be made at all production centers?

40% less CO₂ emissions

Once all of these questions were clarified, the time had come: In June 2022, the newly enhanced NIVEA Soft was launched in several European countries. Its more climate-friendly formula results in 40% lower CO₂ emissions. It contains 100% natural jojoba oil and is 98% biodegradable.

The new formula also provides an improved moisturizing effect: With oils derived from natural sources, NIVEA Soft penetrates even deeper into the skin and strengthens the skin barrier. This means that skin is now hydrated for 48 hours - twice as long as before - thereby creating added value for both the environment and for consumers.

Additional formulas on the horizon

"To so extensively update the formula of such a successful product, that has used and loved by millions of consumers worldwide for decades, is an immense undertaking," explains Dr. Garmatz. "But precisely because NIVEA Soft is one of our best-selling products, we can achieve a significant sustainability impact with the lower CO₂ formula."

While the enhanced NIVEA Soft is now being gradually rolled out in all markets, Dr. Garmatz and her team are already working on updating other product formulas. "We have clearly defined which ingredients we want to replace with more sustainable alternatives in the future. We will work consistently in the coming years to carry this out. Because it is paramount to us to balance excellent skin care with care for the environment and climate protection. Of course, those of us that work in research and development take pride in being able to play a key role in such a large and important topic." •

Growth by brand purpose

Global Digital Sustainable Success



White lettering on a dark-blue background:

NIVEA is one of the most well-known
and popular brands in skin care.

What is the future direction of the brand?

What is its potential for growth?

The NIVEA brand has existed since 1905. How important is NIVEA for Beiersdorf today?

Anna Grassano: NIVEA is exceptional in its significance. It represents our achievement of an iconic skin care brand that millions of people depend on every day. It is the most frequently chosen skin care brand worldwide and holds the top market position in 23 countries. And even with our company's many other successful brands, it remains our most important sales driver by far.

How has NIVEA performed in recent years?

Anna Grassano: NIVEA has performed very well in recent years and has demonstrated growth in all regions in which we are active. In addition, NIVEA has allowed us to significantly expand our market share, particularly in the skin care market - and most notably in the Face Care, Body Care, and Sun categories. Recently, one of our biggest achievements has been our breakthrough innovation NIVEA CELLULAR LUMINOUS630®, which targets the reduction of dark spots, and has enabled us to quickly establish a new segment in the mass market. Today, the NIVEA brand encompasses a broad product portfolio that meets a wide range of needs.

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NIVEA is an iconic brand - and it is more popular than ever before around the world.

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Anna Grassano, Regional Vice President Marketing Europe



Where do you see further opportunities for growth?

Kerstin Bird: To begin with, we see growth potential in those countries where we do not yet hold leading positions. In particular, these include China, the USA and India. We also see great opportunities in providing solutions for the specific needs of people with melanin-rich skin. Furthermore, we want to strengthen our appeal among younger people. While we have identified their strong interest in skin care, compared to older people, they have a lower affinity for the NIVEA brand. We also want to grow through online sales and by expanding our digital marketing activities - for example, through precision marketing campaigns. And: We are confident that leading NIVEA more strongly as a global brand will be an important driver for our future growth.

What does that mean?

Kerstin Bird: The products under the NIVEA brand have been managed with a high level of individual responsibility in each of their markets. Our intention is to be more clear and consistent in our brand presence and offering going forward - and thereby continue to strengthen NIVEA as a global icon. This will be especially reflected in our innovations and campaigns. The approach here: Fewer, bigger, better. This means that we aim to create and market fewer new products and campaigns worldwide,

but to make them bigger and better. Not only will this strengthen the brand, but it will also improve our efficiency. We have already made the necessary adjustments in the marketing organization, integrating all innovations into one global pipeline process and extending part of our global teams to four continents. This has enabled us to more quickly identify and understand needs, trends and segment shifts.

Will this also change the products themselves?

Anna Grassano: Our products - including their packaging - are currently undergoing a major change process of their own. We want our products to not only care perfectly for the skin, but also to impact the environment as little as possible. That's why we are now actively working to update our formulas. In doing so, our focus is on ingredients that meet high sustainability standards without compromising their usual quality. In 2022, we made major progress with our NIVEA Soft range in particular. The insights we have gained here will help us to position the NIVEA brand as fully sustainable and thus future-proof in the coming years. •

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We see many growth opportunities for NIVEA. We will tap into these by leading NIVEA even more as a global brand.

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Kerstin Bird, Vice President Brand Leadership Unit Face & Lip



NIVEA SUN

No. 1 sun care brand worldwide²



NIVEA CELLULAR LUMINOUS630® ANTI-DARK SPOT

No. 1 anti-dark spot brand in Europe³

NIVEA Q10 ANTI-WRINKLE POWER

No. 1 anti-wrinkle brand worldwide⁴





Growth by innovation

Creativity + Competence + Collaboration = Vision

From basic research to individual product adaptation: Every day, more than 1,500 employees at Beiersdorf work to develop new products and improve existing ones. They are connected through a global R&D network.





JOINT DEVELOPMENT

May 19, 2022 was a celebratory day at the Beiersdorf innovation centers in Florham Park (New Jersey, USA) and Hamburg (Germany). After years of extensive research and the joint development of formulas and active ingredients, this day marked the launch of the Eucerin Sun product line in the USA. It is the only dermatological sun care line in the American market that offers sun protection for all skin types – and addresses particular skin types with its specific products.

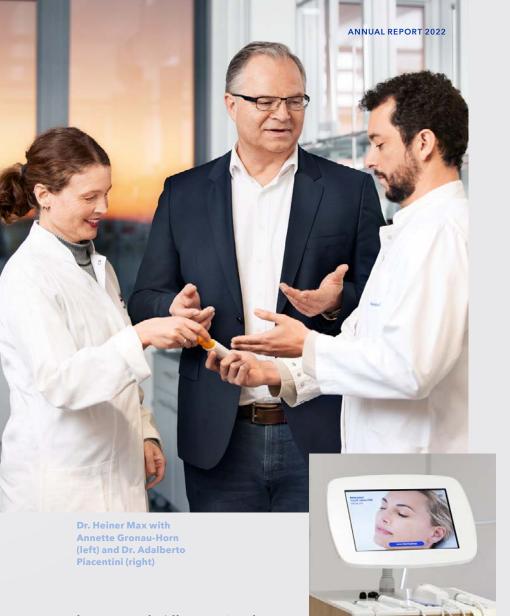
The special properties of Eucerin Sun are the result of a close partner-ship between dermatology experts in Hamburg and sun care specialists in Florham Park. By combining the different specialties, a product was created that sets new standards and addresses unfulfilled needs in the USA, the largest market for sun care products. In its first year, the new Eucerin Sun line already generated sales in the double-digit million range in America.

Global innovation network

To ensure that innovations like this are possible, Beiersdorf is committed to close collaboration and a global network: In the Consumer Business Segment, this network primarily comprises the three innovation centers in Hamburg (Germany), Florham Park, New Jersey (USA), and Shanghai (China). There are also development centers in Brazil, India and Japan.

Although the responsibilities of the innovation centers are essentially very similar, regional requirements in particular have resulted in the





formation of different R&D focus areas at the centers. For example, the USA not only has an Excellence Center for sun care, it also has a team of specialists for non-prescription, over-the-counter preparations. As a result, the infrastructure of the innovation center in Florham Park, which opened in 2021, complies with the

strict requirements for OTC products and offers optimal conditions for the development of products for the US market.

On the other hand, the focus of R&D activities in Shanghai is on premium skin care. This is because products for the prestige and masstige (prestige products for the mass market) segments are growing more and more popular in China each year. To that end, in addition to innovation activities for the Chinese market, a competence center for face premium products has been established at the Innovation Center.

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In many markets, the products from Beiersdorf make it a forerunner in sustainability.

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Dr. Heiner Max, Functional Head R&D Derma

In-depth R&D dialogue

"These different focus areas provide yet another boost to the productivity of our R&D work," says Dr. Heiner Max, Functional Head of R&D Derma. "On the one hand, we can gather the right experts at one location. And on the other hand, everyone can benefit from the in-depth dialogue on various findings. We call this reverse innovation: Insights gained at one innovation center often open up new perspectives in other regions of the world."

This is especially true with regard to sustainability. Our objective: To achieve maximum benefit with the fewest possible and sustainable ingredients, and resource-conserving packaging. "In many markets, the products from Beiersdorf make it a forerunner in sustainability," says Max. "Our global expertise and our high level of sustainability very often put us ahead of the competition. But we are still a long way from where we want to be."

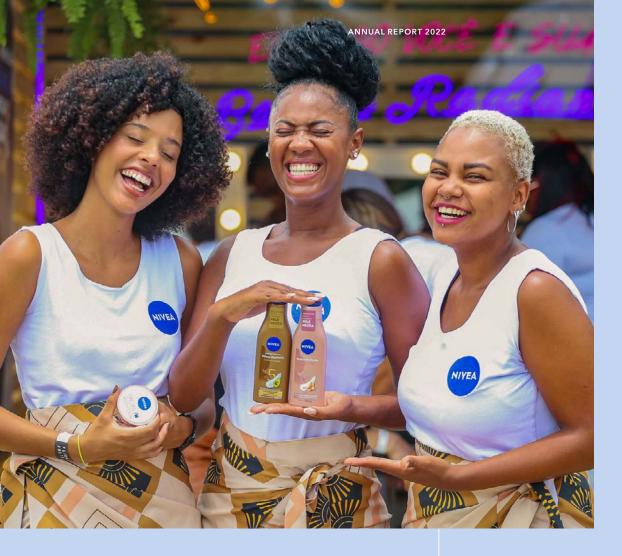
And the outlook is the same when it comes to innovation: Fewer, better, bigger. The goal is to have innovations that are fewer in number, yet groundbreaking in quality and established worldwide. To achieve this, Max counts on the superior expertise of the R&D innovation centers: "We are conducting cutting-edge research, particularly in the field of dermatology. By combining the research findings from our innovation centers, we will generate new approaches and insights. The development of the Eucerin Sun range for the US market demonstrates the possibilities that can emerge from the close collaboration between our global R&D teams." •

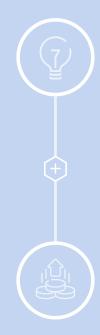


Growth by emerging markets

Idea + Investment + Courage = Potentials

Strong growth and many perspectives:
The markets for Beiersdorf in Latin America
have demonstrated dynamic growth for years.
This is especially true for Brazil and Mexico the region's two largest markets for
NIVEA and Eucerin.





STRONG **DEMAND**

"Consumers in Brazil are passionate about skin care and beauty," says Jorge Jimenez, Vice President Marketing / Digital Emerging Markets at Beiersdorf. "One market study summarizes the situation very accurately: In Brazil, taking care of your skin is closely associated with self-confidence and well-being. And this is why there is such strong demand for skin care products that meet this desire."

Focus on ingredients

The coronavirus crisis has reinforced this trend. An increasing number of people in Brazil place their trust in products that they expect to be highly effective. Consumers have become much more focussed on product ingredients and scrutinize their impact on the environment.

BEIERSDORF
CONSUMER GROWTH

+28.6%

Organic sales growth (vs. 2021)

+41.1%

Growth in the face care segment (vs. 2021)

+72%

Growth in e-commerce (vs. 2021)

This explains why, in addition to products with a good price/performance ratio, premium and dermocosmetic brands and products with natural ingredients are gaining popularity.

"In Brazil, our NIVEA and Eucerin brands stand for high-quality trusted products as well as sustainability" Jimenez says. "With the launch of NIVEA LUMINOUS630®, we are able to help more consumers to reduce visibly dark spots and we have also strengthened our No.1 position in Face Care."



Jorge Jimenez, Vice President Marketing / Digital Emerging Markets



Aldo Barrientos, General Manager North LATAM



Andreas Kiehl, Vice President Finance Emerging Markets



The forecasts for Mexico look even better: Markets here developed rapidly in 2022 - and market experts suggest that this growth will continue. "We have been able to consistently outperform the market," says Aldo Barrientos, General Manager North LATAM at Beiersdorf. "Many of our iconic products, such as NIVEA Body Milk, posted record sales last year. And with its +100-year history, NIVEA Creme dominates the Mexican market with an almost 80% market share in the all-purpose cream segment."

Record sales in Mexico

"We intend to systematically tap into the opportunities that arise for us in Latin America," says Andreas Kiehl, Vice President Finance Emerging Markets at Beiersdorf. To this end, there will be a drive to strengthen brands, push innovations, and expand our presence at the point of sale. Online retail will also be intensified, since e-commerce has become much more important in Latin America - not least because of the coronavirus pandemic. "This is why we have significantly increased our investment in digital interactions and will focus even more extensively on intelligent online campaigns and precision marketing in the future," says Kiehl. •



Growth by people

Diversity + Inclusion Chance

Why is diversity & inclusion so important?

And why does it have to be managed?

For Misel Ahom, one thing is certain:

Diversity & Inclusion (D&I) is a critical success factor - and it is essential to ensure continued growth at Beiersdorf.





Why is diversity in its workforce so important to Beiersdorf?

Misel Ahom: Our experience shows that having employees with different perspectives, experience, and skill sets boosts our creativity and innovative strength. Their diverse problem-solving approaches and improved decision-making capabilities lead to a more engaged and motivated workforce. This is supported by a growing body of research that advocates the business case for D&I. For example, a 2018 study by McKinsey found that companies which are in the top quartile for ethnic and cultural diversity are 33% more likely to have higher-than-average profitability. Similarly, a 2019 report by Deloitte found that organizations with a more diverse board of directors have higher returns on equity and sales compared to those with a less diverse board. In today's global and rapidly changing business environment, D&I is essential for staying ahead and adapting to new challenges. At Beiersdorf, we are convinced that D&I enables us as an organization to be more competitive, innovative, agile, and flexible in this increasingly volatile world.

How else can Beiersdorf improve in terms of D&I?

Misel Ahom: Our goal is to build a leadership and employee base that reflects the diversity of our consumers and the communities in which we operate, one which embraces differences and stands for inclusion. However, none of the aforementioned benefits of diversity can be leveraged unless we also embed a culture of inclusion and respect. We are therefore striving to become the company of choice for diverse global talent, by encouraging a truly inclusive 'we' culture in which everyone feels a sense of belonging and has equitable opportunities to succeed.

It is important to remind ourselves that generally-speaking 'talent is distributed equally, but opportunity is not'. But talent and potential do not differ according to gender, nationality, ethnicity, religion or belief, disability, age, sexual orientation or identity. Hence, it is up to us to ensure that we are very focused when it comes to gaining access to a broader talent pool, becoming the employer of choice, and staying ahead of our competition. In short: We want to be the honeypot for diverse talent!

How is Beiersdorf approaching D&I on a corporate level?

Misel Ahom: D&I is a key pillar within our overall corporate strategy at Beiersdorf and it is fully endorsed by top management. Since January 2021, when I became Global Director for D&I, we have had a team of three people solely dedicated to driving the D&I agenda within Beiersdorf. This has enabled us to create a

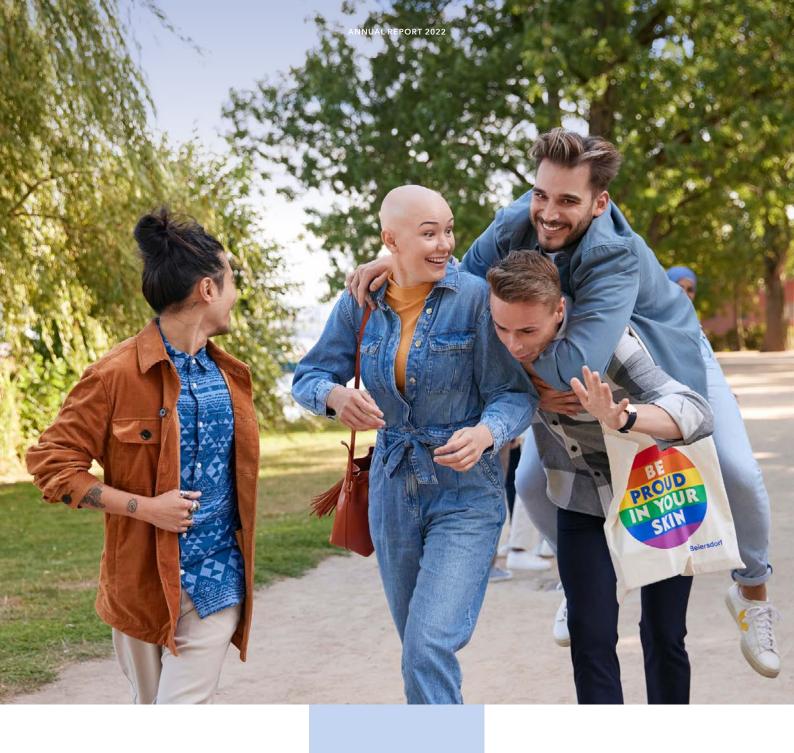
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We want to be the honeypot for diverse talent.

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Misel Ahom,
Global Diversity & Inclusion
Director

strategic roadmap, to set clear and measurable goals for diversity and inclusion, and to regularly track progress towards these goals. We also work hard to establish the mindset within the organization that D&I is not only an HR topic, but also a business topic that is relevant for the whole organization, due to the benefits it entails from both a people and a business perspective. With CARE firmly anchored in our company culture, we are fortunate to have many passionate colleagues from different functions across different regions who are helping us to firmly embed D&I into Beiersdorf.



Gender distribution by level (in %)

	Men	Women
Executive Board	62	38
First management level	69	31
Second management level	52	48

42%

of our managers

have lived and worked abroad for at least three years.

Gender distribution by region (in %)

	Men	Women
Germany	50	50
Europe (excl. Germany)	38	62
North America	37	63
Latin America	46	54
Africa/Asia/Australia	50	50
Worldwide	46	54

COMMUNITIES AS A CULTURE GENERATOR

They are called 'BeYou', 'Working Parents' and 'Mental Health at Beiersdorf'. Or 'BEN' (Black Employee Network), 'AEN' (Asian Employee Network) and 'L.E.N.' (Latin+ Employee Network). As different as their names may be, they all pursue the same goal: Supporting the diverse needs of employees and thus promoting diversity, inclusion, and belonging at Beiersdorf.

These networks, also known as Employee Resource Groups ('ERGs'), have been formed independently by passionate employees at Beiersdorf USA and Beiersdorf Canada. "The ERGs are supported by the company, as they promote cultural awareness, provide mutual support, and highlight perspectives for professional development," says Monique Forrest, Head of North America Legal Affairs at Beiersdorf. "That's because in these networks, employees share their experiences as members of a particular population group, voice areas of opportunities, and develop suggestions and activities to make improvements."

These communities are a great platform to network with fellow colleagues, spark innovative ideas and come together culturally. They also allow colleagues to create a safe space to share and learn. "The ERGs evolve depending on the needs and goals of their members," says Monique Forrest.



Monique Forrest, Head of North America Legal Affairs and initiator of Black Employee Network

Which initiatives are making the greatest impact?

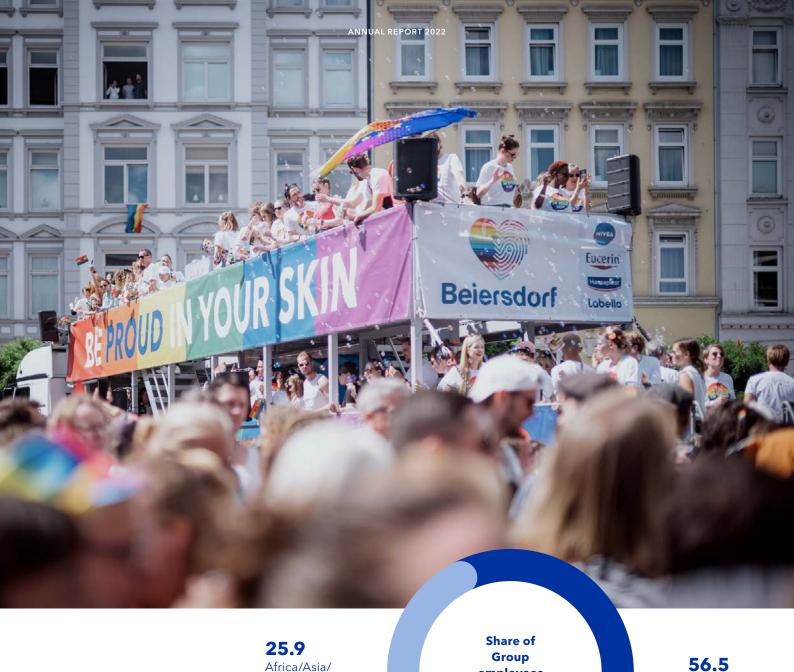
Misel Ahom: We have launched so many initiatives that it is difficult to say! But it is great to see that 3 out of the top 5 Beiersdorf strengths identified by our Teampulse employee engagement survey are D&I related and significantly ahead of benchmark. This shows that our D&I initiatives are having a tangible impact on our Beiersdorf employees. And our employees' experience is critical when it comes to moving the needle on diversity & inclusion, as we firmly believe that we are stronger together. This is why Beiersdorf actively supports our fantastic employee-led grassroots communities. These communities represent the voices of our employees across different spectra to ensure they feel more supported, connected and included. To

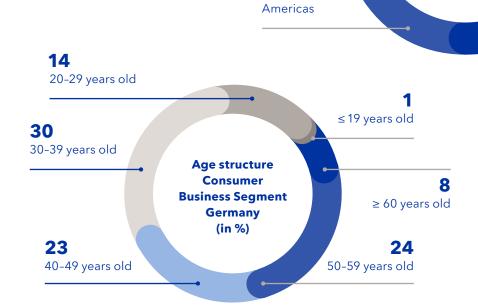
encourage women in their careers, the Women in Leadership Convention initiative and the '#SisterhoodisPower' community were established. To raise awareness around LGBTIQ+ topics the community 'Be You @Beiersdorf' was established in 2019. And the 'New Generation 50+', 'WEnited' and 'DAD.icated' networks bring together communities engaged in the topics of age, internationality and working fathers. All of these networks sponsor numerous high-impact and effective initiatives and activities.

What is the importance of the many partnerships that Beiersdorf supports as part of its D&I activities?

Misel Ahom: Partnering with external organizations, including other leading companies, networks and NGOs,

helps us to collectively advance our D&I agenda and enables us to more powerfully shape the impact of D&I both within and outside Beiersdorf. For example, being a member of the networks LEAD and BeyondGender-Agenda, which are both actively driving D&I, gives us a platform where we can exchange, share best practices, and partner with like-minded individuals and organizations that share similar ambitions. This ensures that we do not reinvent the wheel. but instead focus on where we can have the biggest collective impact. All members are working towards a common goal, contributing different perspectives and levels of expertise and experience. Bringing these together provides a strong catalyst for change. •





Australia

17.6

Europe

employees

by region (in %)

countries

Worldwide, Beiersdorf employs people from



Growth by digitalization

Personalization + Experience + Data = Loyalty



Consumers' lives have become digital, and marketing and sales have been revolutionized in the process. Digital platforms and e-commerce are the new TV and supermarket in our digital age.



Thorsten Schapmann, Global Media Director (left) and Axel Adida, Chief Digital Officer

CHANGED CONSUMER BEHAVIOR

"Consumers have digitized their media consumption patterns enormously in recent years," says Axel Adida, Chief Digital Officer at Beiersdorf. "Digital platforms are increasingly part of their daily lives: search engines, social networks and gaming. In the USA, for example, consumers under the age of 65 already use digital media more frequently than traditional television. On average, social network users now spend 30 minutes a day on each major platform, such as Facebook, Instagram, YouTube or TikTok. And major social networks attract multibillion consumer audiences globally."

A similar digitization trend is evident in shopping: E-commerce has grown significantly to become a beauty and skin care destination, which is expected to continue its dynamic development in the coming years. "O+O+O" (Online, Offline, Omnichannel) is is the new normal: Not only is online retail a channel in its own right, but it also complements classic offline retail, as consumers search before they buy. Here, omnichannel propositions have been widely adopted, such as click and collect, whereby consumers order online and pick up in-store.

Digital platforms, with their powerful algorithms, favor content that is most relevant to consumers' needs and wants. This is why Beiersdorf has relied on precision marketing: Sending the right message, to the



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Axel Adida, Chief Digital Officer

right people, at the right place and time. Beiersdorf's campaign for the NIVEA LUMINOUS630® Anti-Dark Spot range exemplifies how digital channels enable greater relevance. Very different groups of people experience dark spots, for very different reasons: "We therefore develop different approaches for each target group and address the particular concerns of consumers in our precision marketing campaigns: From sun-induced dark spots, age spots, and pimple marks, to dark circles and hormone-related spots," says Thorsten Schapmann, Global Media Director at Beiersdorf.

And because these consumers also vary widely in their communication behavior, the messages and tonality in our campaigns also vary, as do the means and media of communication.









SPECIFIC AND TARGETED APPROACH

Dark spots can be attributed to a wide range of factors. The most common of these include sun exposure, hormones and age. Therefore, attention is being drawn to the NIVEA LUMINOUS630® Anti-Dark Spot range with a precision marketing approach. This enables different groups of consumers and their particular needs to be specifically addressed.





"The key is to identify the composition of the different audiences and to address them as specifically as possible," Schapmann says. "And powerful digital technologies are crucial for this. By constantly testing new ideas and innovative advancements to optimize our approaches, we can give our consumers as many compelling customer experiences as possible."

Effective information and education campaigns

The information and education campaigns developed by Beiersdorf also utilize the benefits of precision marketing: "NIVEA is the No. 1 sun protection brand in Europe," says Schapmann. "So we not only have



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By constantly testing new ideas and innovative advancements to optimize our approaches, we can give our consumers as many compelling customer experiences as possible.

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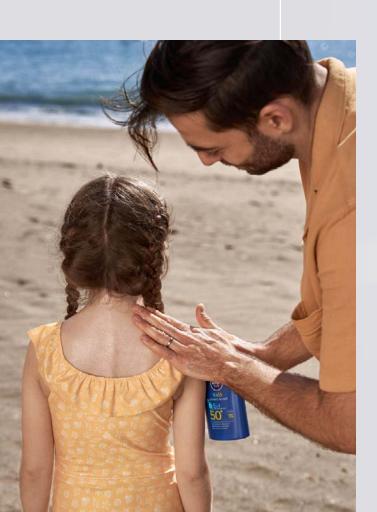
Thorsten Schapmann, Global Media Director the know-how, but it is also important for us to educate people about skin and sun protection. To this end, we have collaborations in several European countries, for example with cancer support organizations, to educate people about how to protect themselves from harmful sun exposure." In order to reach as many people as possible with an emotional and high-impact message, our campaigns are tailored to the different lifestyles, preferences and needs of each target group and presented in their preferred media. A family on vacation at the beach will therefore receive different communication content and formats than those who enjoy hiking, jogging, biking or skiing.

Growth through digital marketing

As the key figures obtained by Beiersdorf for various markets and regions clearly illustrate, precision marketing campaigns are many times more effective than conventional campaigns. In addition, the complete digitalization of communications makes it possible to measure the effects of campaigns in detail and to constantly optimize them in terms of cost and benefit. "We can very clearly demonstrate that precision marketing has played an important role in helping us to expand our market share in recent years and to manage our budget even more effectively," says Schapmann. "As a result, we will make even more thorough and extensive use of digital marketing technologies in the future - and this will allow us to more precisely address the wants and needs of our consumers around the world."



Beiersdorf has also been working with various cancer support organizations for years, to educate people about the harmful effects of the sun and proper skin protection. And it has been shown that the more accurately individual life situations are portrayed in these campaigns, the greater their visibility. This is why Beiersdorf also uses the precision marketing approach for information and education campaigns.







TRUE ALL-ROUNDERS

Adhesive tapes from tesa are true all-rounders: At home or in the office, their primary job is to fasten and hang, seal and insulate, repair and renovate. However, industry presents completely different requirements: There, adhesive tapes have to ensure that heavy components are bonded for decades, they need to conduct or shield from electricity, act as shock absorbers, aid light and heat management, be flame-retardant, be removable with no residue, and much more.



This explains why tesa creates around 100 new adhesive solutions every year - many of them for the automotive industry, which is rapidly advancing with new applications, particularly in the e-mobility segment. And this is because adhesive solutions are often lighter and cheaper than other fastening options. They also meet the highest standards in terms of appearance, safety and flexibility.

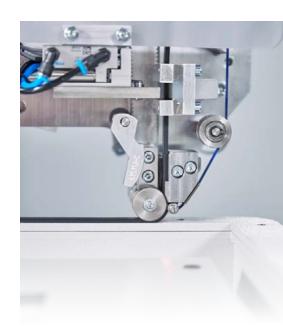
The team works with many international automotive manufacturers and their suppliers. There are now around 1,000 different adhesive solutions from tesa for industrial applications in the automotive sector on the market. And that number is steadily growing, since their many advantages help to turn concepts for the mobility of the future into a reality.



More freedom for displays and touchscreens

One example of this is in the increasing number of infotainment and assistance systems in cars: Acrylic foams from the tesa® ACXplus range do more than eliminate the need for mechanical connections when mounting displays and touchscreens. They can also compensate for manufacturing tolerances of individual components and securely bond a wide variety of materials. And, despite their strong and durable adhesive strength, they can be easily removed, allowing electronic instrument panels to be replaced and recycled.

To ensure that the image quality of displays and touchscreens is not impaired, tesa has also developed optically clear adhesive tapes especially for the automotive industry: With these tapes, individual layers of a display device can be permanently and securely bonded without affecting brilliance and brightness. Integrated curved displays can also be easily adhered.



GLUED AND ASSEMBLED

A fully automated assembly line for battery packs gives the automotive industry everything it needs from a single source. With the tesa® ACXPlus 76730 Box Seal, tesa adds a new flexible adhesive application that securely and completely seals battery packs, and enables touch-ups and removal of parts.



NO LIMITS TO DESIGN AND LAYOUT

Adhesive solutions from tesa eliminate the need for mechanical connections when mounting displays and touchscreens. The optically clear adhesive tapes also allow multiple layers of a display device to be bonded without affecting brilliance and brightness.



tesa has been a leading provider of adhesive solutions to the electronics industry for more than 15 years. We are building on this expertise to develop cutting-edge products for the automotive market in the field of displays and sensors, such as removable adhesive tapes that enable the repair and recycling of components, enabling our customers achieve greater sustainability. In addition, we see great potential and business growth in e-mobility: It opens up many exciting prospects for tesa.



David Caro, Corporate Vice President Automotive at tesa

Battery packs: fully automated assembly

Innovative adhesive solutions are also increasingly used in battery manufacturing - for assembly, insulation, thermal management, and protection. In cooperation with other partners, tesa recently launched a fully automated assembly line for battery packs, the tesa® ACX^{plus} 76730 Box Seal. This solution gives automotive manufacturers everything they need for bonding and assembling battery packs from a single source.

Thanks to its adaptability and flexibility, the adhesive solution developed by tesa can be applied to both battery packs with lids and battery packs mounted directly on the vehicle underbody. tesa® ACXplus 76730 Box Seal achieves 100% sealing, requires no curing time, and enables easy-to-use, automated application. In addition, the innovative product allows the battery pack lid to be removed for touch-ups and enables easier recycling of battery systems.

Tapes that protect from corrosion

tesa has also developed a forward-looking solution for the automotive industry with the tesa® EfficienSeal automatic application unit. This is a fully automatic solution that uses adhesive pads to seal holes in the vehicle body. The holes required for the painting process are often still closed manually with plastic plugs to protect the vehicle body from corrosion.

Not only does the system developed by tesa make this a much faster process, it also uses robots to position the adhesive pads with millimeter precision, sealing the holes completely and permanently. This prevents unhealthy and monotonous steps and significantly reduces the risk of missing or incorrectly inserted plugs. Another major advantage is that adhesive pads are much lighter than plastic plugs and thereby contribute to a lower overall vehicle weight.

All-rounders with a great future

The rise in e-mobility opens up a wide range of opportunities and prospects for tesa. This calls for new technologies and materials that do more than reduce a vehicle's weight and attach parts and components quickly, efficiently, and permanently. They also need to meet the new requirements resulting from an electric drive, such as bonding battery cells, fireproof lining battery packs, or insulating electronic components. Adhesive solutions can do all this and much more. Their status as all-rounders means that their importance in the automotive industry will continue to grow in the coming