

AAK and Beiersdorf Extend Their Successful Sustainability Partnership to Drive Greater Impact for Shea Communities

AAK is pleased to announce the extension of its sustainability partnership with Beiersdorf, a global skin care company and home of iconic brands such as NIVEA and Eucerin. This renewed collaboration builds on the significant success of the initial five-year project, which aimed to support 10,000 women shea collectors in AAK's Kolo Nafaso direct sourcing program through economic, environmental, and quality training. The renewed collaboration will further broaden the scope, introducing parkland management to additionally safeguard the landscape, launching a borehole regeneration project to bring clean water to communities, and supplying shelling machines to generate additional income.

Launched in January 2020, the first phase of the AAK-Beiersdorf partnership provided economic opportunities through the establishment of Village Savings and Loan Associations (VSLAs), and environmental stewardship through tree planting, and the adoption of energy efficient closed cookstoves, which also delivered health and safety benefits.

The results exceeded all targets, with more than 10,500 women benefiting from the partnership, underscoring the effectiveness of the program.

- 7,320 women gained financial education through VSLA training, strengthening their economic capabilities and resilience.
- 7,961 women planted 20,425 shea trees, helping to fight desertification, sustain the shea belt ecosystem, capture greenhouse gases, and secure income for local communities.
- In addition, more than 12,000 improved cookstoves now make shea processing safer, more sustainable, and contribute to the reduction of Scope 3 emissions within the supply chain by reducing fuel consumption and decreasing the amount of fuelwood collected, which in turn contributes to the protection of the carbon-sequestering trees.

Sharing her positive experience with the VSLA, Nima Alhassan from the Dijo community, explains: *"We didn't save much money before, but now we meet every week. For loans, we can borrow money from the box and then we pay it back; we don't have to go anywhere else. When we hold our annual share out, some use their savings to farm, some use it for business. Through these things, we generate a profit and can save more. All are benefits we didn't have before the project started."*

Commenting on the partnership, Lisette Townsend, Global Business Development & Marketing Director of AAK Personal Care, says: *"It's incredibly valuable to join forces with strong partners like Beiersdorf to truly live up to our motto: Making Better Happen. We believe sustainable impact and long-term development result from strong commitments and robust partnerships. We're excited to build on the success of our collaboration with Beiersdorf with this next-level second phase."*

Dorle Bahr, Beiersdorf's Head of Sustainability Strategy & Reporting adds: *"Seeing the success of this holistic project makes me incredibly proud. It supports several focus areas of our CARE BEYOND SKIN Sustainability Agenda and shows what's possible when strong collaboration meets a clear purpose – creating sustainable change not only in our industry, but also in the lives of thousands of women across the shea regions. Hearing the voices and stories from shea collecting women within our project show how small, focused initiatives can create a big change."*

The second phase of the partnership will now include parkland management training for 3,750 women, each entrusted with at least two seedlings to nurture and protect. The provision of 75 time-saving shelling machines will help create income opportunities for young people, and the renovation of 20 boreholes will guarantee clean water for communities.

AAK and Beiersdorf are steadfast in their commitment to sustainable development, empowering women, protecting ecosystems, and supporting climate action. By expanding their partnership and introducing new initiatives, both companies are setting a powerful example of what collaborative action can achieve. Phase two promises to bring lasting impact not only for the Kolo Nafaso women and their communities, but also for the shea value chain, shaping a better future for generations to come.

About AAK

Everything we do is about Making Better Happen™.

AAK specializes in plant-based oils and fats, the value-adding ingredients in many of the products people love to consume. We make these products better tasting, healthier, and more sustainable. We enhance their sensory experience – by giving the silkier mouthfeel in premium chocolate, the juicier texture in a plant-based burger, and the puffier appearance in a lower-fat pastry. We can also optimize their production by substituting existing ingredients with plant-based equivalents that give better efficiency. AAK's value-adding solutions enable our customers to be successful in a better way.

At the heart of AAK's offer is Customer Co-Development, combining our desire to understand what Making Better Happen™ means for each customer, with the unique flexibility of our production assets, and a deep knowledge of many products and industries, including Chocolate & Confectionery, Bakery, Dairy, Plant based Foods, Special Nutrition, Foodservice and Personal Care. Our 4,000 employees support our close collaboration with customers through 25 regional sales offices, 16 dedicated Customer Innovation Centers, and with the support of more than 19 production facilities.

Listed on Nasdaq Stockholm and with our headquarters in Malmö, Sweden, AAK has been Making Better Happen™ for more than 150 years.

Our AAK Personal Care division is one of the world's leading suppliers of sustainably sourced plant-based emollients for the beauty industry. Our technologically advanced solutions offer new opportunities for cosmetic formulators to help positively change perceptions and drive increased use of natural ingredients.

Find out more at aak.com and aakpersonalcare.com.

About Beiersdorf AG

Beiersdorf has stood for innovative skin care and pioneering skin research for over 140 years. The company headquartered in Hamburg, Germany, employs more than 22,000 people worldwide. In the fiscal year 2024 Beiersdorf generated sales of €9.9 billion and an operating result (EBIT excluding special factors) of €1.4 billion. Leading international brands such as NIVEA (the world's no. 1 skin care brand*), Eucerin, La Prairie, and Hansaplast are cherished by millions of people around the world every day. Renowned brands such as Aquaphor, Coppertone, and Chantecaille complement the extensive portfolio in the Consumer Business Segment. Through its wholly owned subsidiary Tesa SE, Beiersdorf is a globally leading manufacturer of technical adhesive tapes and provides self-adhesive solutions to industry, craft businesses, and consumers. Guided by the purpose 'Care Beyond Skin', Beiersdorf pursues an ambitious sustainability agenda with the target to achieve Net Zero emissions by 2045 and aims to champion a more inclusive society.

Additional information can be found at www.beiersdorf.com.

* Source: Euromonitor International Limited; NIVEA by umbrella brand name in the categories Body Care, Face Care, and Hand Care; in retail value terms, 2024.

For more information, contact [Marie Wensley at AAK](#) or [Lisa Borrenkott at Beiersdorf](#).