

SEBANEWS

ANNUAL REVIEW 2024

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SEBAPHARMA CONTINUES TO FORGE AHEAD

+++ NEW SEBAMED HOMEPAGE WITH ONLINE SHOP +++ LOGO RELAUNCH CARRIED OUT +++
+++ TV COMMERCIALS DURING THE 2024 EUROPEAN FOOTBALL CHAMPIONSHIP +++
+++ PRODUCTION CAPACITIES EXPANDED +++

FOR SEBAPHARMA 2024 WAS A YEAR PACKED WITH MAJOR DEVELOPMENTS AND SUCCESSES. IN APRIL MONTHLY SALES EXCEEDING 22 MILLION EUROS WERE ACHIEVED FOR THE FIRST TIME EVER. GROWING INTERNATIONAL DEMAND FOR SEBAMED PRODUCTS WITH A pH OF 5.5 IS, HOWEVER, ALSO PRESENTING THE COMPANY WITH NEW CHALLENGES. THE ABILITY TO RELY ON OUR EMPLOYEES AND THEIR DEDICATION IS AN IMPORTANT FACTOR IN THIS DYNAMIC PERIOD AND THE DRIVING FORCE BEHIND OUR SUCCESS.

Expansion of production capacities as a motor for growth

The changeover to two-shift operations in Pfalzfeld, Germany and the expansion of production capacities are important steps on our journey to further growth. These measures are crucial to meeting increased demand and ensuring that our company is equipped to face the future. See Page 2 for more information about these innovations.

International progress: naked bottles for China

Sebapharma is also making its mark internationally. The introduction of so-called “naked bottles” on the Chinese market is an important step forward. Products are manufactured and filled in Norderstedt, Germany, however without any labels. This task is carried out by a Chinese partner, while Sebapharma continues to monitor packaging design. This ensures the continuity of the familiar brand presence in China but also enables more flexible provision of products.



Sebapharma continues its successful growth strategy.

Updated presence: new look and website

Parallel to these developments, the brand’s external appearance has also been revamped. The new sebamed logo and packaging design reflects the brand’s scientific nature and innovative power while also giving products a fresher, more contemporary feel. For a more in-depth insight into the logo relaunch and the significance of these changes, take a look at Page 5. Sebapharma is also moving with the times as regards digital activities. The new sebamed homepage not only offers comprehensive information on our product offering and brand philosophy, but also a new, user-friendly online shop. Page 4 outlines the many new elements and features of our Internet presence.

TV commercials during the 2024 European Football Championship

To draw even more attention to sebamed, Sebapharma took advantage of the 2024 Euros, held in Germany, to provide a platform. An extensive TV campaign was seen by millions of viewers, further raising the brand’s profile. All the details on the range and success of this and further campaigns are given on Page 5.

On board at Kiel Week

Sebamed was able to show the brand not only on TV screens, but also live at Kiel Week. The brand was represented as an official sponsor of the world’s largest sailing event, with a strong presence among sailors and the public. Take a look at Page 8 for an overview of our activities at Kiel Week.

Research and development as the key to the future

There are many other examples which illustrate how Sebapharma is responding to increasing requirements in all areas. For example, the company is continuing to invest in research and development. The goal is to offer an even wider range of scientifically based products with a pH of 5.5 and to secure the company’s leading position in the medical skin care segment in the long term. Overall, 2024 delivered impressive proof that Sebapharma’s strategic measures and focused further development are keeping us on track for growth. Innovation, dedication and global expansion activities are contributing to putting the company in a position to be fit for the future and successful. —

SEBAPHARMA AWARDS THE 14TH HEINZ MAURER PRIZE

TWO SCIENTIFIC PAPERS ON SKIN RESEARCH HONOURED

SEBAPHARMA HAS BEEN AWARDING THE BI-ANNUAL HEINZ MAURER PRIZE SINCE 1996. THIS YEAR THE PRESTIGIOUS PRIZE WENT TO RESEARCHERS AT MUNICH’S LUDWIG MAXIMILIANS UNIVERSITY (LMU) AND HANNOVER MEDICAL SCHOOL (HMS) FOR THEIR SCIENTIFIC WORK IN THE SKIN CARE FIELD.

As the manufacturer of medical skincare brand “sebamed with pH 5.5”, Sebapharma uses the prize, endowed with a total of EUR 20,000, to promote progress in dermatological science. This year’s award ceremony took place on 12 July during the week-long “Fortbildungswoche für praktische Dermatologie und Venerologie” training event in Munich. Two of the research projects into the skin microbiome which were entered into the competition were of such outstanding quality that the prize was split between them. Prof. Dr. med. Wolfgang Gehring, chairman of the jury and honorary member of Sebapharma’s Scientific Advisory Board, and Dr. Daniel Rothoef, Deputy Chairman of the Executive Board, presented certificates to the winners.

Dr. med. Dr. rer. hum. biol. Benjamin Clanner-Engelshofen of LMU’s Clinic for



Left to right: Prof. Dr. Wolfgang Gehring (chairman of the jury for the Heinz Maurer Prize), Dr. Dr. Benjamin Clanner-Engelshofen (winner), Dr. Stephan Traidl (winner), Leonard Harries (PhD student and Dr. Stephan Traidl’s co-author) and Dr. Daniel Rothoef (Deputy Chairman of Sebapharma’s Executive Board)

Dermatology and Allergology is one this year’s Heinz Maurer Prize winners. He and his research group were able to successfully cultivate Demodex mites ex vivo for the first time.* These microorganisms can be a contributing cause of inflammatory skin diseases such as rosacea. The newly developed method makes it possible to carry out improved research into the mites; their impact on skin diseases; and the effectiveness and pathogenic mechanisms of therapeutic agents. Specifically, the work demonstrated that isotretinoin could help to combat rosacea by reducing the formation of oil by the sebaceous glands.

The other half of the Heinz Maurer Prize went to Dr. med. Stephan Traidl and Leonard Harries of HMS’ Department of Dermatology and Allergy for their scientific study of an enhanced immune response following treatment with dupilumab. The award recognises their findings on the immune response of patients with atopic dermatitis (AD) to herpes infections, in particular patients with a prior history of serious infections which are known as eczema herpeticum (EH).** The findings provide valuable data on the therapeutic potential of dupilumab for the modulation of immune responses in AD patients and underline its relevance not only for treatment of AD but also its potential to reduce susceptibility to virus infections such as EH.

* B.M. Clanner-Engelshofen et al. First ex vivo cultivation of human Demodex mites and evaluation of different drugs on mite proliferation. JEADV 2022, 36, 2499-2503
** S. Traidl et al. Dupilumab strengthens herpes simplex virus type 1-specific immune response in atopic dermatitis. J Allergy Clin Immunol. 2023 Dec;152(6):1460-1469

GENTLE SKIN CARE FOR BABIES

FIRST TESTS CONFIRM MICROBIOME-FRIENDLY QUALITIES

HEALTHY SKIN IS AT THE HEART OF EVERYTHING SEBAPHARMA DOES. THE pH 5.5 OF SEBAMED PRODUCTS PROTECTS THE SKIN’S NATURAL PROTECTIVE LAYER AND PROMOTES THE BALANCE OF THE MICROBIOME. EVER SINCE THE LAUNCH OF THE CLEANSING BAR IN 1967, THE MICROBIOME-FRIENDLY EFFECT OF SEBAMED PRODUCTS HAS PLAYED A KEY ROLE IN RESEARCH AND DEVELOPMENT ACTIVITIES.

As early as the 1980s scientific methods confirmed that Sebapharma’s products have a positive impact on the balance of the microbiome. This was a crucial criterion in particular for the introduction of the sebamed skin care series for babies because babies’ skin microbiomes are only formed after they are born. If the pH of a skin care product is too high, then it can disrupt this natural adjustment. Recently a new series of tests has confirmed the microbiome-friendliness of baby sebamed products. Thanks to advances in skin microbiome research it is now possible to use “in vitro” tests to make reliable predictions regarding the impact of products on the microbiome. The tests simulate the conditions of baby skin in a controlled environment, examining the products’ effect on the basis of four core criteria:

- Sterility – already a given thanks to strict quality controls for all sebamed products
- Impact of the product on the healthy bacteria that are typically found on baby skin
- Effect of the product on pathogenic microbes that are often found in babies
- Preservation of the skin microbiome’s biodiversity



baby sebamed ensures healthy skin from the very beginning.

All the products in the baby sebamed series which were tested (Hair & Body Wash, Skin Care Lotion, Face & Body Cream and Diaper Cream) passed these strict tests. This means that they are not only certified as microbiome-friendly for baby skin thanks to their pH of 5.5 but also because of their special formula. These findings again confirm the high quality and skin compatibility of baby sebamed products, underlining the importance of skin care for the healthy development of baby skin.

SUCCESSFUL REGULAR INTERNATIONAL SEBAMED MEETINGS

SHARING INFORMATION, FINDINGS AND TRENDS

THE FIRST REGULAR MEETING OF THE YEAR WITH INTERNATIONAL SEBAMED PARTNERS TOOK PLACE ON 26 MARCH 2024 AND WAS DEDICATED TO THE TOPIC OF HAIR. A TOTAL OF 60 GUESTS FROM VARIOUS COUNTRIES PARTICIPATED IN THE WORKSHOP.

In addition to scientific findings on the characteristics of hair; hair types; the scalp; baby hair and facial hair plus the findings of the latest studies, for the first time the agenda also included contemporary topics such as current hair trends. Building on this, Dr. Lina Praefke discussed the benefits of sebamed hair care products and explained them to the partners in detail.

A special highlight was the presentation of a representative study carried out by our Indian partner, which impressively confirmed the effectiveness of sebamed Anti-Hair Loss Shampoo. The consistently positive feedback received from the international partners confirmed the

event’s success and resulted in the next regular event on 8 October 2024. This event was inspired by „Eczema Awareness Month“, with Dr. Lina Praefke presenting the latest findings on atopic dermatitis to the around 50 participants. Her lecture provided comprehensive information on the symptoms and causes of this skin disease as well as presenting the sebamed Anti-Dry and sebamed Extreme Dry product series as additional skin care to accompany medical treatment for atopic dermatitis.

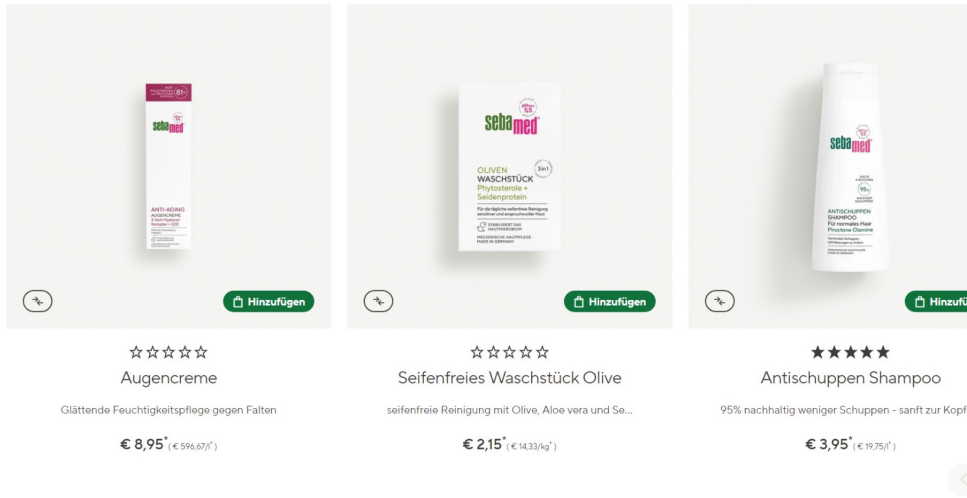
Celine Schröder, Market Manager at Sebapharma also gave interesting insights, presenting new findings on social media. When doing so, she emphasised the importance of these channels for sebamed’s brand presence. Celine focused in particular on the current tips and trends on how to deal with atopic dermatitis that are shared on social media. Targeted education and relevant content on the topic enable sebamed to better respond to sufferers’ needs. sebamed is thus not only able to reinforce its own visibility but also to stay relevant on social media. —



NEW ONLINE PRESENCE

NUMEROUS CLICKS ON SEBAMED.DE AND INCREASED ONLINE SHOP SALES

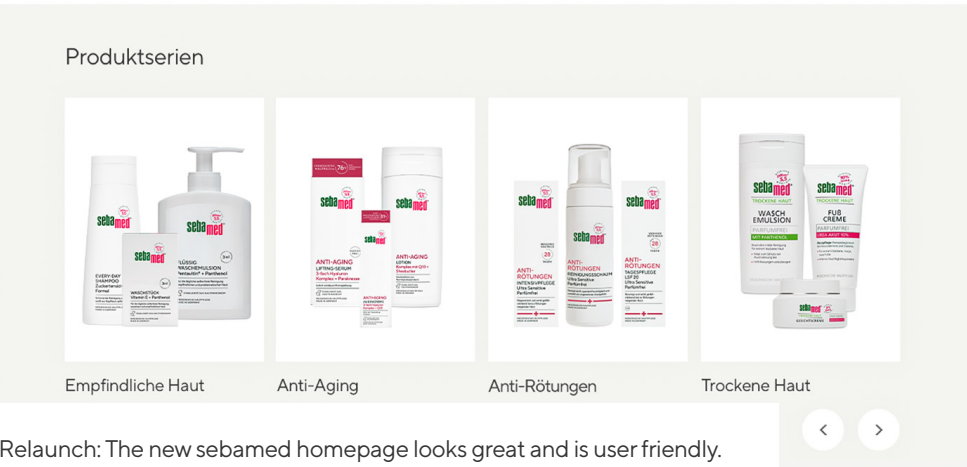
Unsere Bestseller



THE NEW SEBAMED WEBSITE WENT ONLINE ON 12 MAY 2024 – AN IMPORTANT MILESTONE IN THE BRAND’S CONTINUED DEVELOPMENT. THE SITE IS NOT ONLY CHARACTERIZED BY A MODERN, ATTRACTIVE DESIGN BUT ALSO DELIVERS MANY TECHNICAL IMPROVEMENTS TO OPTIMISE THE USER EXPERIENCE.

The new layout is perfect for intuitive navigation and an enjoyable surfing experience. Visitors to the homepage will find comprehensive information about the wide-ranging product offering; pH 5.5 and the company. The integrated online shop makes buying sebamed products quick and easy. To date the sebamed online shop has already welcomed over 790,000 customers. This is an increase of more than 303,000 contacts over the same period last year. Over 1,800 orders for more than 21,000 sebamed products since the relaunch in May show that online purchases are becoming an increasingly important sales channel for Sebapharma. The best-selling products in the online shop are sebamed Sport Shower, the sebamed Cleansing Bar and sebamed Everyday Shampoo.

A highlight of the new website is its seamlessly integrated CRM system, which enables individual customer approaches and a monthly newsletter. In order to extend sebamed’s international range, the website is now also available in English, Spanish and French versions. This new feature allows us to reach out to customers around the world and focus even more strongly on positioning sebamed on a global market. —



Relaunch: The new sebamed homepage looks great and is user friendly.

SEBAMED COMBINES TRADITION AND MODERN IN ITS NEW PACKAGING DESIGN

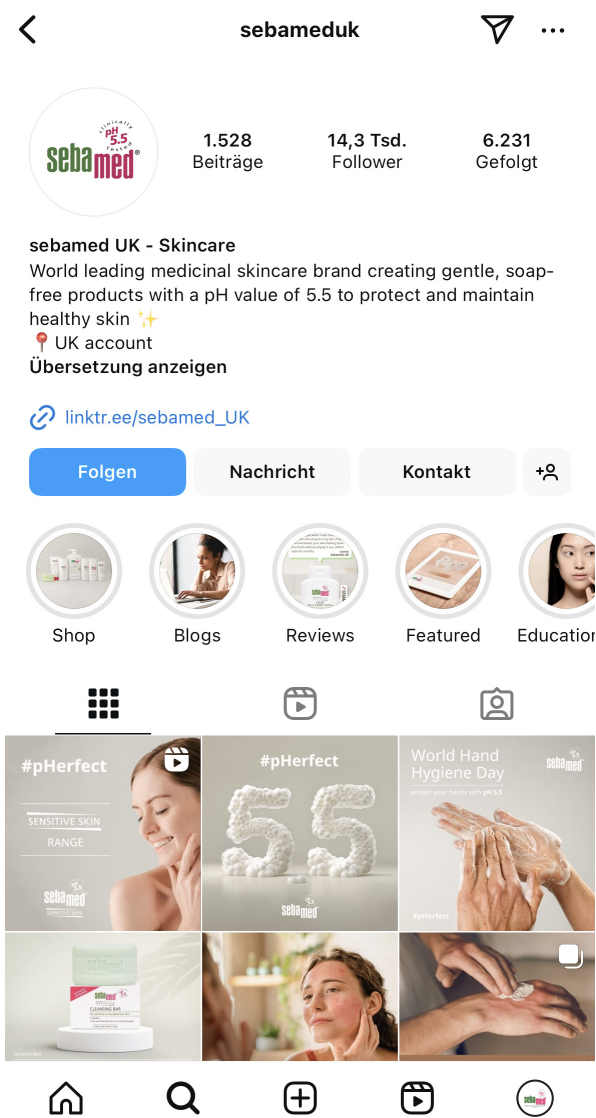
SEBAMED ACHIEVES STRONG INTERNATIONAL SOCIAL MEDIA PRESENCE

WORLD HAND HYGIENE DAY MARKED THE FIRST STEP ON THE JOURNEY TO A UNIFORM GLOBAL BRAND PRESENCE

IN ORDER TO MAKE SEBAMED'S INTERNATIONAL SOCIAL MEDIA OFFERING MORE UNIFORM AND EFFECTIVE, THE COMPANY DECIDED TO PROVIDE GLOBAL PARTNERS WITH FOCUSED SUPPORT. ALTHOUGH INDIVIDUAL COUNTRIES ARE RESPONSIBLE FOR THEIR OWN SOCIAL MEDIA ACCOUNTS, FOCUSED RECOMMENDATIONS AND SUGGESTIONS CAN STILL ENSURE THAT GLOBAL CONTENT REFLECTS THE SEBAMED BRAND PRESENCE.

World Hand Hygiene Day on 5 May is a highly symbolic day for sebamed (the date, 5.5. = pH 5.5) and was thus the ideal time to launch this initiative. For the first time, the Marketing department created special social media assets, which were made available to the international partners. In total seven countries used these materials on their Instagram channels.

The positive feedback and high demand confirm that this strategy is the right one. A large amount of additional social media content is already available to also promote a uniform, successful international brand presence in future. —



Motifs for World Hand Hygiene day (right) and on sebamed UK's Instagram channel (left)

“HI! I’M DR. LINA PRAEFKE ...”

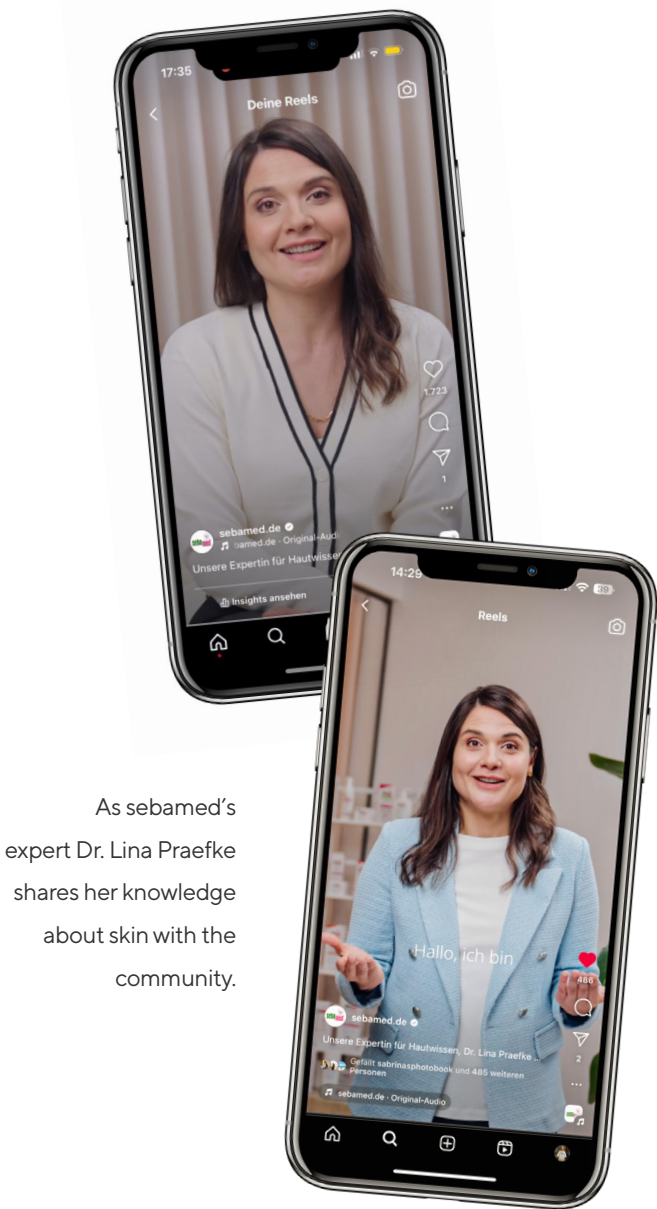
THE SEBAMED EXPERT’S CONTENT PROVIDES INFORMATION ABOUT pH 5.5 ON INSTAGRAM AND FACEBOOK

„SKINCARE CONTENT” IS CURRENTLY HIGHLY POPULAR ON SOCIAL MEDIA – AND SEBAMED HAS BEEN ABLE TO SUCCESSFULLY PICK UP ON THIS TREND. IN A SERIES OF NINE SHORT REEL-FORMAT VIDEOS DR. LINA PRAEFKE, SCIENTIFIC AFFAIRS MANAGER AND A TRAINED PHARMACIST AND SCIENTIST, SHARES HER SKIN CLEANSING AND CARE KNOWLEDGE. THIS RANGES FROM SKIN REDNESS AND AGEING TO DRY, SENSITIVE SKIN.

The goal of the videos is to position sebamed as an expert for skin health and to

communicate the brand’s scientific know-how in an entertaining way on social networks. As a young scientist Dr. Lina Praefke has a special relationship with the target group, gaining trust and presenting sebamed as a tangible, appealing company to a wide public.

The Instagram Reels have already achieved a cumulated reach of 300,000 contacts – this represents an average of more than 33,000 views per video The high figures document the strong demand for authentic, scientifically based content and show that sebamed’s strategy reflects today’s zeitgeist. —



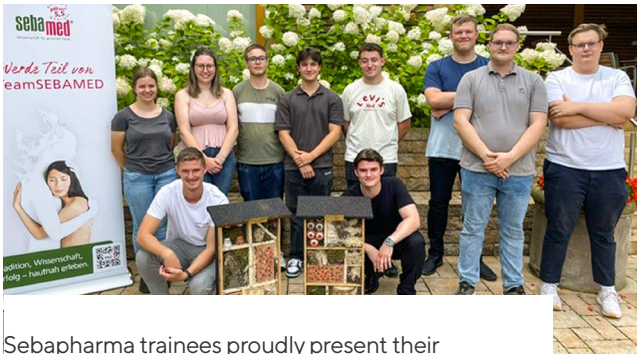
As sebamed’s expert Dr. Lina Praefke shares her knowledge about skin with the community.

TRAINEES TAKE ACTION FOR THE ENVIRONMENT

13 TRAINEES BUILT BUG HOTELS; TIDIED UP THE BANKS OF THE RHINE AND COLLECTED LITTER

TO SUPPORT SEBAPHARMA’S 13 TRAINEES WHEN STARTING THEIR WORKING LIVES AND PROMOTE THEIR TEAM SPIRIT, THEY CARRIED OUT A VARIETY OF ENVIRONMENTAL AND SUSTAINABILITY PROJECTS AROUND COMPANY HEADQUARTERS IN BOPPARD WITHIN THE SCOPE OF THE “TRAINEE SUSTAINABILITY DAYS” PROGRAMME. THE TRAINEES WERE PARTICULARLY PROUD OF THE TWO BUG HOTELS THEY BUILT, WHICH NOW PROVIDE INSECTS WITH A PROTECTED NESTING PLACE AND SHELTER AT OUR SITES IN BAD SALZIG AND PFALZFELD.

Time spent collecting litter along the banks of the Rhine in Bad Salzig was another sign of their commitment to the environment and sustainability. In just a few hours the young people had filled several large sacks with discarded packaging, most of it made from plastic. The goal of the Trainee Sustainability Days programme was not only to build team spirit, but also to underline the family-run company’s desire to protect the region’s



Sebapharma trainees proudly present their hand-made bug hotels for the sites in Bad Salzig and Pfalzfeld.

environment. It was clear to everyone that our trainees enjoyed the joint projects, which made an important contribution to raising their environmental consciousness and promoting biodiversity.

This year two new dual studies students joined Sebapharma. They are both studying business administration and worked together on the Trainee Sustainability Days” programme with three new trainees who are training as industrial clerks. Sebapharma currently has 13 trainees in total, who are being trained in a variety of commercial and

IT fields. The dual studies programme is run in cooperation with Koblenz University of Applied Sciences and combines hands-on vocational training with academic studies.

Sebapharma’s Trainee Sustainability Days programme provides further proof that the company is not only an attractive training enterprise in the medical skin cleansing and care segment, but also takes responsibility for the region and its environment. “The environment and sustainability have been highly important to Sebapharma for decades now. We place particular value on ensuring that our young employees develop a corresponding awareness while still in the training phase, and projects such as the Trainee Sustainability Days also develop their team spirit and cohesion as a group,” says Head of HR Christian Metzinger.

By the way, Sebapharma not only has an eye on tomorrow’s generation when it comes to sustainability but also plays an active role in their vocational training. We still have openings for trainee industrial clerks, IT system clerks and on the Business Administration dual studies programme for the 2025 educational year. —

WHU STUDENTS VISIT SEBAPHARMA

GAINING AN INSIGHT INTO THE WORLD OF AN INTERNATIONALLY SUCCESSFUL FAMILY-RUN COMPANY

ON 16 MAY 2024 SEBAPHARMA WELCOMED A CAREFULLY SELECTED GROUP OF STUDENTS FROM THE WHU-OTTO BEISHEIM SCHOOL OF MANAGEMENT TO ITS SITES IN BAD SALZIG AND PFALZFELD. THE STUDENTS, FROM THE USA, CHINA, KOREA AND CANADA, WERE ACCOMPANIED BY PROF. DR. NADINE KAMMERLANDER, CHAIR OF FAMILY BUSINESS AND SMALL & MEDIUM BUSINESSES AND VISITED US TO DISCOVER MORE ABOUT INTERNATIONALLY SUCCESSFUL FAMILY-RUN COMPANIES.

The day began with a presentation about the company by Dr. Daniel Rothoef, Deputy Chairman of the Executive Board, and Olaf Walter, Head of International Sales, followed by a lively Q&A session which provided insights into Sebapharma’s corporate strategy and culture. Following this, the students had the opportunity to participate at three interactive stations:

- **pH measurement:** Dr. Michaela Arens-Corell, Head of the Medical and Scientific Department, demonstrated the importance of pH levels, providing the students with the opportunity to test the pH of sebamed products in comparison to conventional soaps.



Welcoming our international student visitors

- **Skin measurement:** Corinna Urban, Medical and Scientific Department Assistant, carried out tests to determine skin type and moisture levels to demonstrate the practical application of our products to the students.

- **Active ingredient presentation:** Dr. Lina Praefke, Scientific Affairs Manager, explained the effect of core ingredients such as paracress, urea, panthenol and sea salt, which are all included in sebamed products.

After having lunch together, the guests went on a tour of the Pfalzfeld production site. As the students left they were presented with sebamed teddies as souvenirs of their day.

The visit not only provided them with valuable insights, but also gave Sebapharma the opportunity to discover new perspectives and share knowledge. —

SEBAMED IS A PARTNER AT NATIONAL SPORTING AND LIVE EVENTS

sebamed flies its flag at Kiel Week

This year sebamed was again an official sponsor at Kiel Week, the world’s largest sailing event, which took place from 22 to 30 June 2024. For ten days the sailing and festival week offered world class sport; musical highlights and top notch cultural events for all ages. So it is no surprise that Kiel Week attracted more than 3.5 million visitors from over 50 countries to Germany’s most northerly state capital. There was lots to see along the Innenförde coastal inlet and off the coast at Kiel-Schilksee, with 2,000 boats; around 4,000 regatta participants and 400 starts.

This year sebamed’s modern 50-square metre brand space in the sponsors’ area at Schilksee was just as popular as an attractive meeting point for guests as it was last year. Visitors were not only able to learn more about sebamed’s product philosophy, but also received comprehensive information about the medical skin cleansing and care products with pH 5.5 and had the opportunity to purchase them at exclusive Kiel Week prices. Personal skin analyses; individual advice and, most of all, the wheel of fortune and the summer competition were highlights, attracting large numbers of visitors to the stand. Young guests were particularly keen on our sebamed balloons.

In addition to this, competitors in the sailing events were provided with high-quality sebamed products, emphasising the importance of medical skin care for physically active sportspeople whose skin is subjected to high levels of stress.

A strong presence with flags, banners, branded buoys in the water and other logo integrations in the events area plus TV integrations within

the scope of live broadcasts from Kiel Week by broadcasters SPORT1 and KielerWoche.TV rounded off our involvement and ensured that we had a high profile. —



sebamed on board at Kiel Week

German DTB Pokal gymnastics competition in Stuttgart

The 39th EnBW DTB Pokal artistic gymnastics competition presented top level performances. For three days top international athletes wowed some 20,000 spectators at Stuttgart’s Porsche-Arena venue. In total 49 teams for 17 countries competed at the event, delivering outstanding achievements that won the audience’s hearts. Held from 15 to 17 March 2024, the EnBW DTB Pokal attracted large numbers of sports fans and, as an official partner, sebamed was in the thick of things. sebamed combined an eye-catching presence

on the stadium’s digital perimeter advertising spaces and screens with a promotion stand and promoters throughout the site. In total 10,000 product samples were distributed to the around 30,000 visitors and 20,000 spectators at the arena.

The event also achieved an extensive digital reach, with 130,000 views of the live stream on Sportdeutschland.tv and an impressive 1.2 million impressions generated on Instagram.

sebamed took advantage of these platforms to successfully present itself both in the arena and online. —



National team member Meolie Jauch visits the sebamed exhibition stand



Biathlon is a major attraction

Biathlon World Cup in Ruhpolding

From 10 to 14 January 2024 the Chiemgau Arena in Ruhpolding again became the centre of biathlon sport. 72,500 enthusiastic spectators flocked to the arena, cheering on athletes from all over the world as they gave their all. In total 293 male and female athletes competed against each other to be best at the shooting stand and on the skiing trail and win valuable world cup points. This winter event has a long tradition and was supported by 1,000 dedicated volunteers, while 250 press representatives provided comprehensive reporting.

sebamed was present as an official World Cup partner, with a promotion stand and promoters throughout the site. Visitors had the opportunity to get to know sebamed products and test their sporting reactions at the sebamed sports station. With a little bit of luck they were able to win a variety of attractive prizes each day. During the event sebamed achieved an impressive 72,500 product contacts and distributed 14,850 product samples to the sports fans at the competition. —



sebamed joins a large audience and the best beach volleyball teams

White Sands Festival on the island of Norderney

The 17 to 19 May 2024 marked the 25th White Sands Festival on the island of Norderney, with seabamed again represented as a co-sponsor. The festival attracted some 40,000 sports fans to Nordstrand beach, where Germany’s best beach volleyball teams competed for valuable ranking points.

A special highlight this year was the inclusion of the tournament in the German Volleyball Association's newly created 2nd Germany Beach Tour. The seabamed beach team with players Christine Aulenbrock and Sandra Ferger, the defending champions, also competed. In addition to exciting sports tournaments, the “White Sands Party Weekend” entertained festival goers with musical highlights and event parties right on the beach.

Visitors to the seabamed stand were not only able to get interesting product information, but also able to win attractive prizes on the wheel of fortune. There were also sporting challenges to win extra prizes. A total of 12,000 product samples were distributed over the three days of the festival with the aim of familiarising visitors with the wide-ranging seabamed offering. —

sebamed 2024 Bike Day Kids Race

The 25 August 2024 marked the most recent seabamed Bike Day Kids Race in Bad Salzig. This was the 8th time it took place and was organised by TG 1892 Boppard e.V. sports club with the support of Sebapharma. A total of 140 enthusiastic young riders took part - a new record. The race, which was held on trails leading around the company grounds, offers children and teenagers up to 16 the chance to show their skills at variety of levels. The race circuits covered a range of surfaces, such as tarmac, woodland, dirt and gravel, offering exciting challenges for the young riders.

The seabamed Bike Day Kids Race has become a fixed item in the TC Boppard diary and is increasingly popular. —



Full throttle: Sporting ambition and inspiration from young bikers

sebamed supports LoreLive

sebamed participated as a partner in the LoreLive festival, held on 7 and 8 September in the Loreley Culture and Landscape Park.



The festival marked the 200th anniversary of Heinrich Heine’s Loreley poem “Ich weiß nicht, was soll es bedeuten” (I don’t know what it means), offering a musical and cultural experience to numerous visitors from the Middle Rhine Valley. This partnership underlines seabamed’s close links to the region and its commitment to regional projects and initiatives.

“As a family-run company from the region it is particularly important to us that we support cultural and musical events held here. We have had our roots in the Middle Rhine Valley since the company was set up and would like to play an active role in shaping the region. Our partnership with LoreLive reflects these links and demonstrates that we care about the local community,” said Dr. Daniel Rothoelt, Deputy Chairman of the Executive Board.

sebamed distributed high-quality product samples to festival visitors to present its medical skin cleansing and care products with pH 5.5. In addition to this, seabamed financed the catering for the around 300 artists, easing the burden on the organisers and enabling them to focus more strongly on the cultural programme of events. —



Celebration at the 2023/2024 Gate Berlin

New Year’s Eve with seabamed

This year seabamed will again be an official partner of “Celebrate at the Gate” in Berlin – Europe’s largest New Year’s Eve party – welcoming in the new year against the impressive backdrop of the Brandenburg Gate. With a reach of some 100 million contacts, seabamed is again flying the flag for healthy skin cleansing and care with pH 5.5. seabamed will be able to reach out to tens of thousands of event visitors to the event, while TV broadcasts; social media campaigns and the exclusive competition to win prizes in collaboration with broadcaster ZDF will further consolidate the brand's presence. An end-of-year highlight that will carry seabamed’s core message far beyond the German capital city’s boundaries. —

NI HAO SEBAMED

SUCCESSFUL TRIP TO CHINA PACKED WITH INNOVATIONS AND HOSPITALITY

IN MAY SEBAMED MADE A LASTING IMPRESSION OF BOTH CHINA’S INFLUENCERS AND ITS DERMATOLOGICAL SPECIALIST PRESS.

At the sebamed Brand Day in Shanghai the science and product philosophy behind the healthy 5.5 pH and sebamed’s skin cleansing and care products were presented to selected influencers and representatives of the medical specialist press. Linda Li, a well-known TV personality and model, guided the audience through the event together with renowned dermatologist Dr. Serena Peng. 30 influencers took part in the event’s various activities, diligently sharing their experiences on social media. The audience enthusiastically followed the lectures given by Dr. Lina Praefke, Scientific Affairs Manager, on pH 5.5 and the skin microbiome. In addition to this, sebamed’s history and Dr. Heinz Maurer’s career were also covered. The Q&A session with journalists that followed the talks resulted in numerous positive press reports and wide news coverage.

On the second leg of the journey, sebamed attended the 13th Asian Dermatological Conference (ADC) – the first medical congress in China at which sebamed was represented. Sebamed presented itself



Left to right: Ashley Ouyang, Dr. Lina Praefke and Olaf Walter in front of the hologram of Dr. Heinz Maurer on the sebamed exhibition stand

to the over 2,000 attendees as the first holistic brand with care products from head to toe and for all ages. The modern exhibition stand with its impressive hologram of Dr. Heinz Maurer and wall made up of sebamed Cleansing Bars attracted the attention of many participants. The small Steiff teddies in sebamed doctor’s white coats which were distributed along with specialist information on additional skin care to accompany medical treatment were particularly popular. A special highlight of the congress was the symposium organised by sebamed, at which Prof. Gao Xinghua, President of the Chinese Dermatologists’ Association, gave the opening speech. Dr. Lina Praefke’s lecture dealt with the importance of skin care and the skin microbiome in healthy people and people with intestinal disorders.

Both events consolidated sebamed’s position on the Chinese market and left a lasting impression on the influencers, media representatives and dermatologists. Thanks to the successful presentation and the outstanding collaboration with our Chinese colleagues, sebamed China achieved an impressive reach of 35 million contacts on social media alone. The warmth and hospitality of everyone in China played a key role in making the trip a success. —

SEBAMED ASSISTS DIABETES THERAPY

SEBAPHARMA WOWS SPECIALIST AUDIENCE WITH INNOVATIVE PRODUCTS FOR DIABETICS AND SKIN CARE TO ACCOMPANY MEDICAL TREATMENT AT THE 2024 DDG CONGRESS

THE 58TH MAIN CONGRESS OF THE GERMAN DIABETES SOCIETY (DDG) WAS HELD IN BERLIN FROM 8 TO 11 MAY 2024. THIS YEAR IT TOOK PLACES AS A HYBRID EVENT AND ATTRACTED 6,500 PARTICIPANTS. FOLLOWING A BREAK DUE TO THE PANDEMIC, SEBAPHARMA RETURNED TO THE INDUSTRY EXHIBITION WITH A STAND AND USED THIS AS AN OPPORTUNITY TO MAKE NUMEROUS NEW CONTACTS. PARTICULARLY PLEASING WERE THE APPROXIMATELY 250 SPECIALIST DISCUSSION WHICH TOOK PLACE AND 105 REQUESTS FOR SAMPLES.

TESTAmed GlucoCheck Advance blood sugar measuring device was a highlight for visitors and its modern features – in particular voice activation; the easy-to-read display size and the ability to transmit data to software solutions – attracted a great deal of attention. These features deliver significant added value, particularly for older and visually impaired users, and generated a large amount of interest from specialist visitors.

In addition to TESTAmed, Sebapharma also presented sebamed products in the “EXTREME DRY SKIN Perfume-Free” series

for skin care which accompanies diabetes treatment. sebamed products help diabetics to care for their sensitive skin in the best way possible, protecting it from drying out. The positive response to the products and lively dialogue with visitors demonstrated how important it is to offer practical solutions for the special needs of patients with diabetes.

Sebapharma’s participation in the DDG Congress was a complete success and underlined the importance of innovation and cleansing and care products in the context of treatment for diabetes. —

SEBAMED CLASSICS CELEBRATE ANNIVERSARIES

50 YEARS OF SEBAMED MOISTURIZING BODY LOTION AND 30 YEARS OF FRESH SHOWER ARE SPECIAL MILESTONES IN SEBAMED’S SUCCESS STORY

THIS YEAR SEBAMED CELEBRATES TWO SPECIAL ANNIVERSARIES: SEBAMED MOISTURIZING BODY LOTION IS TURNING 50, WHILE SEBAMED FRESH SHOWER CAN LOOK BACK ON 30 SUCCESSFUL YEARS. OVER THE DECADES, BOTH PRODUCTS HAVE ESTABLISHED THEMSELVES AS INDISPENSABLE ITEMS IN THE SEBAMED OFFERING AND ARE ESSENTIAL ELEMENTS OF MANY CUSTOMERS’ DAY-TO-DAY LIVES.

sebamed Moisturizing Body Lotion, launched in 1974, and sebamed Fresh Shower, which followed in 1994, are representative examples of the sebamed brand’s many years of experience and high quality consciousness. Both products have proven their worth thanks to their mild formulas with pH 5.5. They help care for and protect sensitive skin and still highly popular today.

The anniversaries stand not only for the success of individual products, but also underline sebamed’s 55-year long tradition as a pioneer of medical skin cleansing and care. Since 1967, when the first Cleansing Bar with pH



Successful for decades: sebamed Moisturizing Body Lotion and sebamed Fresh Shower

5.5 was launched onto the market, sebamed has been setting standards in medical skin cleansing and care, combining medical/scientific research with proven skin compatibility, as confirmed by more than 400 scientific studies.

What began as Dr. med. Heinz Maurer’s vision of a mild skin cleansing has become

a global success story. Today, the sebamed offering includes more than 100 products which are available in over 100 countries. And through it all, sebamed has remained true to itself, continuing to focus on mild skin cleansing and care, formulated to the slightly acidic pH 5.5 and thus support the protective function of the skin.



Award-winning: sebamed Liquid Face & Body Wash and sebamed Fresh Deo Fresh (roll-on)



ÖKO-TEST MAGAZINE RATES SEBAMED “GOOD”

TWO SEBAMED PRODUCTS HAVE RECEIVED AWARDS FOR THEIR QUALITY AND SKIN COMPATIBILITY

SEBAMED’S QUALITY CONFIRMED AGAIN. IN THE COMPARATIVE TEST CARRIED OUT BY ÖKO-TEST CONSUMER MAGAZINE SEBAMED LIQUID FACE & BODY WASH AND SEBAMED FRESH DEO FRESH (ROLL-ON) WERE BOTH GIVEN AN OVERALL “GOOD” RATING. THIS RECOGNITION IS FURTHER CONFIRMATION OF THE HIGH LEVEL OF SKIN COMPATIBILITY AND QUALITY OF SEBAMED PRODUCTS, AS SHOWN BY THIS INDEPENDENT ASSESSMENT.

In the test, which was presented in the magazine’s April edition, a total of 22 washing lotions, creams, gels and emulsions, all with the claims “skin-friendly”, “pH skin neutral” or “pH 5.5”, and including sebamed Liquid Face & Body

Wash, were subjected to a detailed examination. sebamed Liquid Face & Body Wash achieved its “Good” rating thanks to its particularly gentle, soap-free cleansing; its pH of 5.5 helps maintain the skin’s natural protective barrier and increases the robustness of sensitive skin.

In its June edition ÖKO-TEST magazine tested a total of 39 aluminium-free roll-on deodorants. The ingredients and effectiveness of sebamed Fresh Deo Fresh (roll-on) achieved good ratings, with the testers concluding that it offered reliable day-long protection.

ÖKO-TEST’s findings underline sebamed’s competence as a developer of high-quality skin cleansing and care products with pH 5.5 which meet the requirements of sensitive skin.

SUCCESSFUL START TO TWO-SHIFT OPERATIONS IN PFALZFELD

EXPANDED OPERATIONS INCREASE PRODUCTION PERFORMANCE AND MEET INCREASED DEMAND



THE PFALZFELD PRODUCTION SITE IS A POSITIVE EXAMPLE OF THE WORKFORCE’S HIGH LEVEL OF FLEXIBILITY AND DEDICATION.

In response to full order books, in May 2024 operations were shifted over from a one-shift to a two-shift system, extending production hours and significantly increasing the volume of sebamed Cleansing Bars and deodorants which can be produced. The introduction of the new system on 13 May has made it possible to optimise the syndet plant’s utilization rate and double production capacity. Six employees per shift now work in two shifts from 06.00 to 22.00. The plant achieves 120 cycles per minute, producing up to 5.4 tonnes of mass. This ensures that increasing demand is

met efficiently. Production processes at the Norderstedt site are also being further optimized to meet national and international demand.

The introduction of the two-shift system underlines the site’s flexibility and performance capability as well as also the employees’ commitment to handling growing requirements. —



State-of-the-art technology in use at the sebamed Pfalzfeld production site

SUCCESSFUL GMP AUDIT AT MAURER-PHARMA NORD

HIGHEST QUALITY STANDARDS CONFIRMED AND FURTHER POTENTIAL IDENTIFIED

FROM 15 TO 17 APRIL 2024 THE ANNUAL GMP AUDIT (GOOD MANUFACTURING PRACTICE) WAS CARRIED OUT AT MAURER-PHARMA NORD IN NORDERSTEDT AND COMPLETED SUCCESSFULLY.

This audit, carried out by the State Pharmaceutical Agency, verifies compliance with strict manufacturing, testing, packaging and storage guidelines to ensure the highest quality standards. Following two and a half days of intensive review, the auditor pronounced themselves very satisfied. Particular mention was made of the clean infrastructure in the storage

and filling areas; the well organised sampling point in the incoming goods department and the structured management review. The commitment and personal initiative of the workforce, in particular their willingness to adopt new processes, was also praised.

Maurer-Pharma Nord will continue to work on not only maintaining its high quality standards in future, but also further developing them and making internal workflows even more efficient, equipping the company to face future growing requirements. —

+++ NEWS IN BRIEF +++

MAURER-PHARMA NORD SUPPORTS “AKTION RHEINLAND-PFALZ HILFT” CHARITABLE CAMPAIGN BY DONATING SEBAMED SHOWER GELS, CREAMS AND SHAMPOOS AND OTHER PRODUCTS WORTH EUR 1,000.



Employees celebrating anniversaries at their ceremonies in March (top) and September (bottom) 2024



AT SEBAPHARMA WE PLACE GREAT VALUE ON COMPANY AFFILIATION

SEBAPHARMA HONOURS THE LOYALTY AND DEDICATION OF EMPLOYEES WITH MANY YEARS OF SERVICE

On 14 March 2024 Sebapharma honoured employees with many years of service for their loyalty and commitment at the Weinhotel Landsknecht am Rhein. Within the scope of celebratory dinner in picturesque surroundings the family-run company honoured a total of 20 employees celebrating anniversaries. Eleven of them came to the event and were honoured for their 10 to 40 years of service. Head of HR Christian Metzging thanked the employees who celebrated anniversaries over the past year for their loyalty and many years of service. The guests took the opportunity for personal conversations over a good meal in a relaxed atmosphere.

Another celebratory event took place on 27 September 2024 to honour nine employees who have been with Sebapharma for 30 or more years for their loyalty. In his speech Christian Metzging again emphasised how important long-service employees are for the company’s success. The event, which was also attended by Thomas Maurer, Chairman of the Board of Executives, and Dr. Daniel Rothoeft, Deputy Chairman of the Board of Executives, offered the participants the chance for in-depth conversations over lunch.

PERSONNEL NEWS JANUARY – DECEMBER 2024

COMPANY NEWCOMERS

- 01.01.24 Svetlana Wiens, production assistant
- 01.02.24 Tanja Grünewald, commercial clerk, Exports
- 01.02.24 Hanna Illichova, employee, Global Marketing Coordination
- 01.03.24 Björn Andres, machine/systems operator
- 01.03.24 Mark Eich, chemicals production employee
- 01.03.24 Michael Fischer, maintenance technician
- 01.03.24 Irina Heidinger, production assistant
- 01.03.24 André Mertes, machine/systems operator
- 01.03.24 Mirsana Nežić-Jogić, chemicals production employee
- 15.03.24 Andreas Kolb, machine/systems operator
- 15.03.24 Manuela Kolb, machine/systems operator
- 01.04.24 Iliana Kanavaki, product developer, R&D
- 01.04.24 Nastasia Sara Schifino, Junior Communication Manager
- 01.04.24 Abdullah Alshweiki, machine/systems operator
- 01.05.24 Angelina Krasteva, machine/systems operator
- 01.06.24 Selina Hasselbach, clerk, Production and Finished Goods Management
- 15.06.24 Milita Bhar, commercial clerk, Accounts Payable Department
- 15.06.24 Markus Laug, security

R&D = Research and Development

- 15.06.24 Jasmin Pfeifer, clerk, production and Finished Goods Management
- 01.07.24 Raphael Behr, dual studies student
- 01.07.24 Patrice Bogula, trainee industrial clerk
- 01.07.24 Jan Dietrich, working student in HR
- 01.08.24 Svenja Boldt, Manager Product Development
- 01.08.24 David Brester, trainee industrial clerk
- 01.08.24 Mirco Fink, system administrator, IT
- 01.08.24 Alia Gipp, trainee industrial clerk
- 01.08.24 Daniel Sawallisch, trainee industrial clerk
- 01.08.24 Jens Wedemeyer, HR manager
- 01.08.24 Ludmila Anisimov, laboratory chemist
- 01.08.24 Iuliana Sallai, production assistant
- 01.09.24 Björn Binder, system administrator, IT
- 01.09.24 Astrid Modex, commercial clerk, Exports
- 01.09.24 Rainer Nimtz, machine/systems operator
- 15.09.24 Emely Kramm, working student in HR
- 01.10.24 Johann Christoph Bergfort, Key Account Manager
- 01.10.24 Janna Kubelka, Specialist for HR Management
- 01.10.24 Hümeýra AyseTirink, production assistant

HR = Human Resources, IT = Information Technology

20-YEAR YEAR COMPANY AFFILIATION

- 01.02.04 Thomas Wagner, security

30-YEAR COMPANY AFFILIATION

- 01.03.94 Rainer Scholl, Assembly
- 25.04.94 Anita Metz, Warehouse
- 01.08.94 Sandra Reitz, Exports
- 14.09.94 Maria Bechtold, Assembly

35-YEAR COMPANY AFFILIATION

- 01.04.89 Marion Nikolai, Purchasing, Packaging / Office Supplies
- 01.08.89 Ute Hallermann, Customer Service
- 01.08.89 Angela Schulze, Sales D-A-CH
- 01.12.89 Marianne Boos, Reception

40-YEAR COMPANY AFFILIATION

- 01.08.84 Jutta Galeazzi, Production Control

45-YEAR COMPANY AFFILIATION

- 01.09.79 Angelika Bartelmess, Financial Accounting
- 01.09.79 Ellen Sterzenbach, Vehicle pool/Service
- 01.09.79 Christine Buch-Klauer, Customer Service

IMPRINT

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