

Hamburg, February 2008

Information on attendance at the Annual General Meeting and the appointment of proxies

Dear shareholders

The following document contains important information and notices on attendance at the Annual General Meeting of our Company

on Wednesday, April 30, 2008
at 10.30 a.m. (doors open at 9.30 a.m.)
in the Congress Centrum Hamburg, Room 2,
Am Dammtor/Marseiller Strasse in Hamburg/Germany

and on the appointment of proxies.

Entitlement to attend by way of registration and proof of share ownership

According to § 18 of the company's Articles of Association shareholders are entitled to attend the Annual General Meeting and to exercise their voting rights if they have registered for the Annual General Meeting and submitted special proof of their share ownership prepared in *Textform* (written proof according to § 126b *Bürgerliches Gesetzbuch* (German Civil Code)) in German or English language by their custodian bank to the Company at the following address:

Beiersdorf Aktiengesellschaft
c/o Anmeldestelle HV KG
Rathausstraße 3
92289 Ursensollen, Germany
Fax: +49 (0) 40 4909-187603
E-Mail: HV-Anmeldung@Beiersdorf.com

The proof of share ownership must refer to the beginning of April 9, 2008 (0.00 hrs) and must be received by the Company together with the registration **by April 23, 2008 (24.00 hrs) at the latest**. After the registration and the proof of ownership have been entered at the above address, you will receive entry cards indicating the number of votes to which the owner is entitled. To ensure the timely receipt of the entry cards, we request that you take care to submit the registration for the Annual General Meeting and the proof of your share ownership to the Company in good time.

Personal attendance⁽⁴⁾

The entry card that will be sent to you allows you to attend the Annual General Meeting. Please present all of the entry cards in your possession at the desks at the entrance so that they can be registered. Only entry cards registered at this point will entitle the respective holder to vote. After they have been checked and registered, you will receive your attendance card/ballot paper in return. This will allow you to move freely and to cast your vote on each of the individual agenda items.

Issuing of a proxy to a third party ⁽⁴⁾

If you are unable to attend the Annual General Meeting in person, you may issue a proxy to another person, a shareholders' association or a credit institution. Proxies must be issued in writing. Please use the form on the back of your entry card for the proxy and give/send the complete original entry card (including the attendance card/ballot paper) and this information sheet to your chosen proxy. Instructions on how to exercise your voting rights must be issued directly to the proxy.

Granting power of attorney and instructions to the proxy appointed by the Company ^(1,2,3,4)

If you are unable to attend the Annual General Meeting and do not wish to issue a proxy to a third party, we can offer you the option of issuing a proxy to an employee of the Company prior to the Annual General Meeting. Shareholders must submit their registration for the Annual General Meeting and the proof of share ownership in the manner described above by the deadline if they plan to appoint a proxy. The Company has appointed Mr. Ulrich von Oertzen, Hamburg, as its authorized proxy with the right of sole representation and the right to issue sub-proxies. The proxy of the Company must be issued with express and clear instructions to exercise your voting rights. As far as you have not issued express and clear instructions, the proxy appointed by the company will vote "Abstain" for the respective item of the agenda. Please use the form provided on the back of the attendance card/ballot paper for the proxy appointed by the Company, and remember to sign the power of attorney. The power of attorney and instruction form must be filled in correctly, signed and submitted before the deadline for the authorized proxy to exercise your voting rights in accordance with your instructions.

Please send the **original form** (entry card and attendance card/ballot paper), completed in full, by mail (not by fax or e-mail) to the following address **to arrive by April 28, 2008 at the latest**:

Beiersdorf Aktiengesellschaft
Financing (Mailbox 86)
Unnastrasse 48
20245 Hamburg
Germany

Legal notices:

- (1) The entry card which will be sent to you after you have deposited your shares in good time, allows shareholders to attend the Annual General Meeting even if they have already granted power of attorney to the Company's authorized proxy. If shareholders or their proxies present themselves in person at the desks at the entrance to the Annual General Meeting, this is taken as a revocation of the power of attorney and instructions granted to the Company's authorized proxy.
- (2) If shareholders submit any counter motions for voting that require notification, the authorized proxy will abstain from voting.
- (3) Please note that the Company's authorized proxy cannot respond to any changes that occur during the Annual General Meeting. If a proxy is issued to an employee of the Company, the latter will abstain from voting, for example, on motions regarding procedures at the Annual General Meeting or any other motions not announced prior to the Annual General Meeting. In the event that an exception is made and individual voting is used for the individual sub-items of an agenda item, the proxy will vote "Yes", "No", or "Abstain" for all such sub-items in accordance with your proposal for this agenda item, unless you have issued another instruction.
- (4) As a matter of principle, proxies have the right to issue sub-proxies.