



— QUARTERLY STATEMENT
— JANUARY — MARCH 2019

April 30th, 2019

Beiersdorf

— Q1 2019 OVERVIEW

— 1 C.A.R.E.+ STRATEGY: EXECUTION START

— 2 CONSUMER: STRONG PERFORMANCE

— 3 LA PRAIRIE: EXCELLENT MOMENTUM

— 4 PRICING: POSITIVE

— 5 TESA: GROWTH DESPITE HEADWINDS

— 6 GUIDANCE: CONFIRMED

C.A.R.E.+

OUR COMMITMENT

COMPETITIVE SUSTAINABLE GROWTH



INCREASE PRODUCTIVITY



CULTURE & SOCIETY

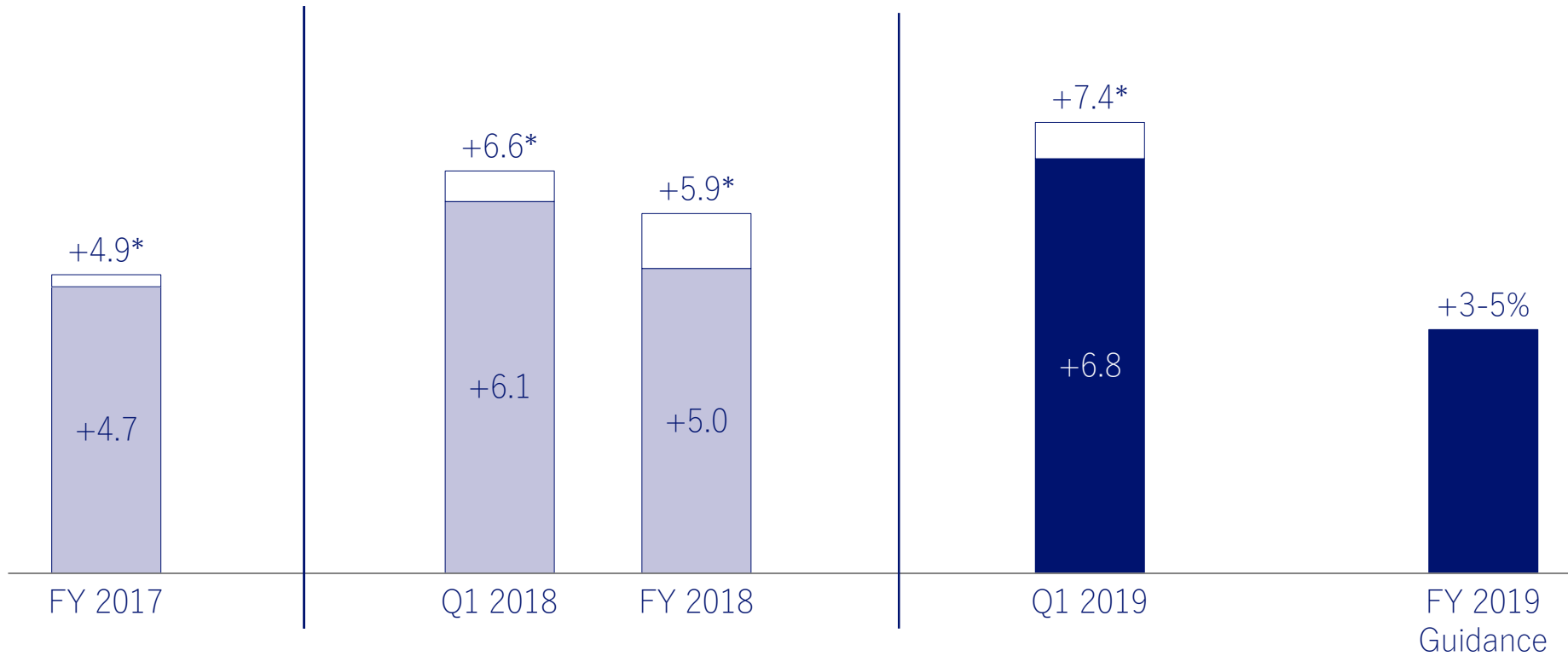
GROUP – SALES RESULTS

	SALES Q1 2018	SALES Q1 2019	NOMINAL GROWTH	ORGANIC GROWTH
CONSUMER	€1,478 million	€1,598 million	+8.1%	+6.8%
TESA	€329 million	€349 million	+6.3%	+2.2%
GROUP	€1,807 million	€1,947 million	+7.8%	+6.0%

- POSITIVE FX AND ACQUISITIONS SUPPORT NOMINAL GROWTH
- GROWTH AT TESA IN SPITE OF SLOWED AUTOMOTIVE DEMAND

— CONSUMER – GROWTH

ORGANIC SALES GROWTH IN %



*Consumer organic sales growth if sales in Argentina had been calculated at constant FX rates.

— CONSUMER – BRANDS

NIVEA



DERMA



HEALTHCARE



LA PRAIRIE



Q1 2019

+4.9%

+4.7%

+7.0%

+28.7%

— CONSUMER – EUROPE

	SALES Q1 2018	SALES Q1 2019	NOMINAL GROWTH	ORGANIC GROWTH
WESTERN EUROPE	€614 million	€655 million	+6.7%	+6.2%
EASTERN EUROPE	€151 million	€149 million	-1.7%	+1.3%
EUROPE	€765 million	€804 million	+5.1%	+5.3%

- GERMANY AND AUSTRIA VERY POSITIVE; POLAND, ITALY AND SPAIN SOFTER
- LA PRAIRIE A MEANINGFUL GROWTH CONTRIBUTOR
- EASTERN EUROPE UP DESPITE HIGH MULTI-YEAR COMPS

— CONSUMER – AMERICAS

	SALES Q1 2018	SALES Q1 2019	NOMINAL GROWTH	ORGANIC GROWTH
NORTH AMERICA	€110 million	€123 million	+11.8%	+3.7%
LATIN AMERICA	€137 million	€143 million	+4.0%	+5.0%
AMERICAS	€247 million	€266 million	+7.5%	+4.4%

- NORTH AMERICA UP DESPITE HIGH COMPS
- BRAZIL MATERIALLY IMPROVED, MEXICO CONTINUED TO BE STRONG

*Organic sales growth if sales in Argentina had been calculated at constant FX rates:

- Latin America: +12.0%
- Americas: +8.1%

— CONSUMER – AFRICA/ASIA/AUSTRALIA

	SALES Q1 2018	SALES Q1 2019	NOMINAL GROWTH	ORGANIC GROWTH
A/A/A	€466 million	€528 million	+13.3%	+10.6%

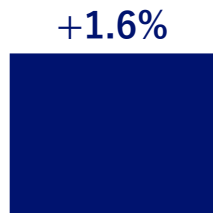
- LA PRAIRIE WELL AHEAD OF THE SELECTIVE SKIN CARE MARKET
- GOOD PERFORMANCE IN JAPAN, INDIA, AUSTRALIA, SOUTH AFRICA, AND INDONESIA
- CHINA SKIN CARE MODESTLY GROWING WHILE HAIR CARE CHALLENGED

TESA – GROWTH



ORGANIC GROWTH

DIRECT INDUSTRIES



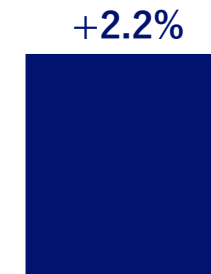
AUTOMOTIVE
ELECTRONICS
PRINT AND PAPER
BBUILDING SUPPLY

TRADE MARKETS



CONSUMER & CRAFTSMEN
GENERAL INDUSTRIAL MARKETS

TESA TOTAL



— WIN WITH SKIN CARE — FACE CATEGORY

NEW LAUNCHES DRIVE GROWTH

NIVEA CELLULAR ELASTICITY OFF TO A SUCCESSFUL START IN EUROPE

NIVEA CELLULAR 3IN1 CARE CUSHION SUCCESSFUL IN ITS SECOND YEAR

PREMIUMIZATION: PRICE POINTS MATERIALLY ABOVE-AVERAGE (€15-20)

EUCERIN ANTI-PIGMENT DUAL SERUM REACHES LEADERSHIP POSITION IN HYPERPIGMENTATION



— WIN WITH SKIN CARE — LA PRAIRIE

+28.7% DESPITE PRIOR-YEAR HIGH COMP

DRIVEN BY TRAVEL RETAIL IN ASIA AND LOCAL
MARKETS

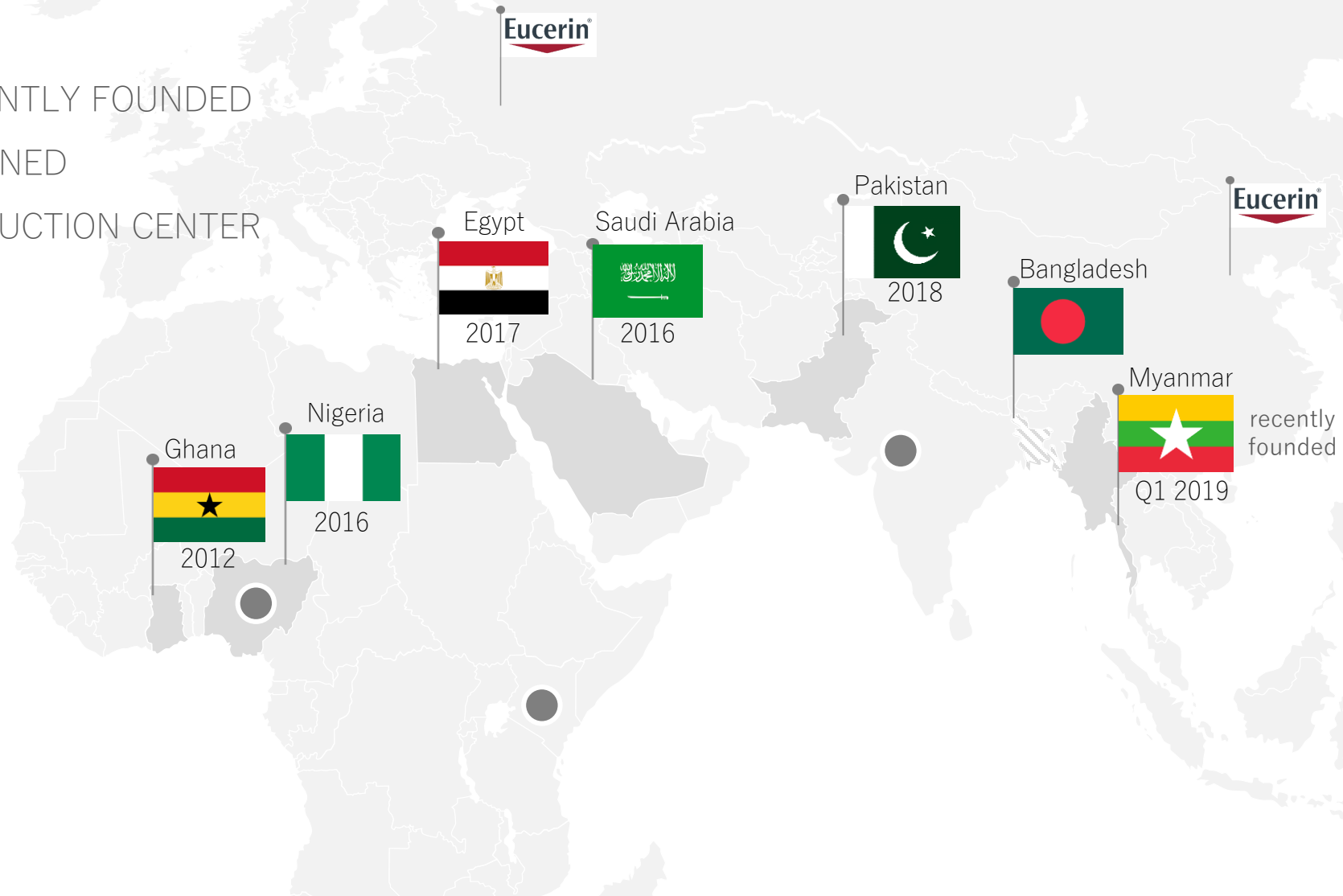
INNOVATION: PLATINUM RARE CELLULAR LIFE-
LOTION

SKIN CAVIAR CONTINUES TO PERFORM



ACCELERATE IN WHITE SPOTS

- RECENTLY FOUNDED
- PLANNED
- PRODUCTION CENTER



— GUIDANCE 2019

CONSUMER

- SALES GROWTH 3-5%
- EBIT MARGIN 14-14.5%



TESA

- SALES GROWTH 3-4%
- EBIT MARGIN SLIGHTLY BELOW PREVIOUS YEAR



TOTAL GROUP

- SALES GROWTH 3-5%
- EBIT MARGIN AROUND 14.5%
- PAT MARGIN SLIGHTLY BELOW PREVIOUS YEAR

2018 DATA FOR REFERENCE (EXCLUDING SPECIAL FACTORS):

- CONSUMER EBIT 15.3%
- TESA EBIT 15.7%
- GROUP EBIT 15.4%
- GROUP PROFIT AFTER TAX MARGIN 10.5%

Note: Sales development is on an organic basis – profit development is based on ongoing operations

Q&A



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