

QUARTERLY STATEMENT JAN. – SEPT. 2020

— October 28th, 2020



Beiersdorf

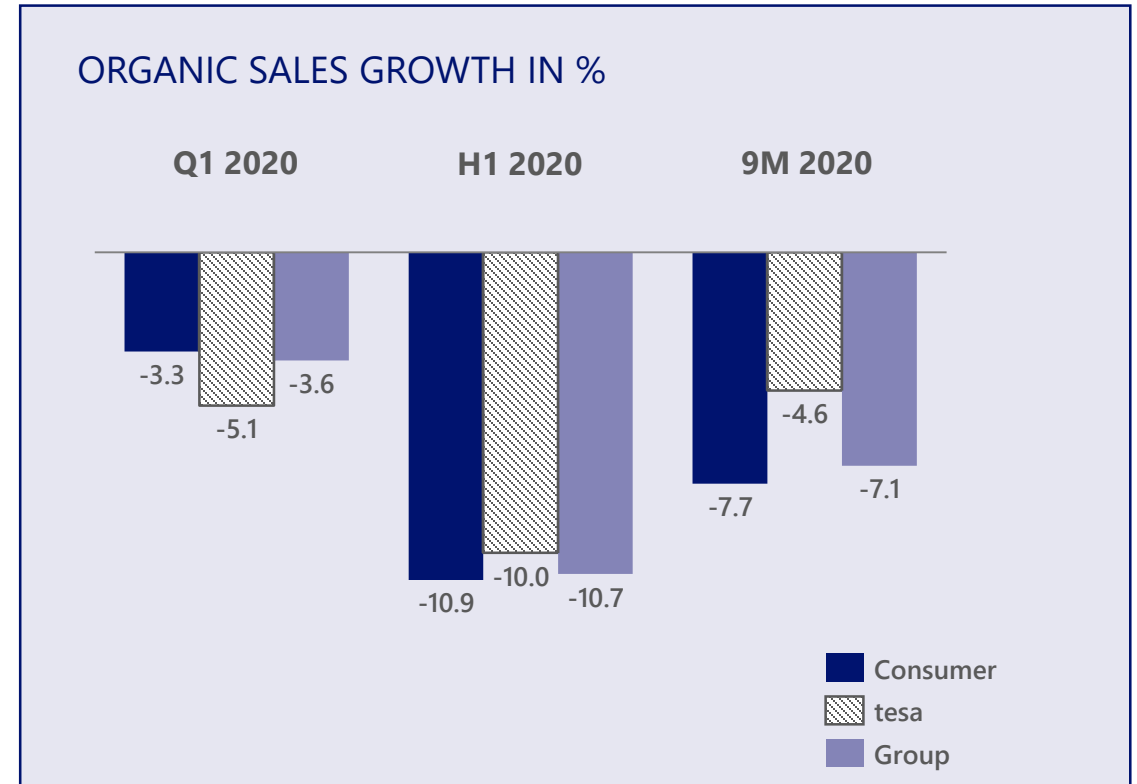
SIGNIFICANTLY IMPROVED Q3

Q3 significantly improved with group sales up by 0.2%

Gaining shares in all Skin Care categories






Outlook remains volatile

C.A.R.E.+ strategy with high potential



BRANDS ORGANIC GROWTH 9M 2020

C.A.R.E.+

CONSUMER				TESA
NIVEA	DERMA	HEALTHCARE	LA PRAIRIE	
				
-6.2%	+9.2%	-4.8%	-34.5%	
-7.7% SALES GROWTH				-4.6% SALES GROWTH
GROUP -7.1% SALES GROWTH				



WIN WITH SKIN CARE



Positive growth in Personal Care market;
Skin Care market continues to be challenging

—
Continuous market share gains,
particularly strong in emerging markets

—
Strong innovation pipeline led by successful line
extensions of Q10 and Naturally Good



— WIN WITH SKIN CARE



Derma markets **resilient** as focus shifts towards **healthy skin**

Market share **gains** across all regions including **key markets** and **white spots**

Growth driven by successful launch of **3D Serum**, and rising demand from **North America and Brazil**



WIN WITH SKINCARE

la prairie
SWITZERLAND



Travel retail remains a challenge

Reopened stores in China continuing with strong growth

E-Commerce growing strongly
(8% of total LP net sales)

SOLID PERFORMANCE IN Q3



Improvement and **growth** in Q3 after
challenging H1 2020

Consumer & Craftsmen strong,
DIY trend remains intact

Automotive remains weak;
Innovations drive sales in **Electronics**



FALT – foldable insect screen

CARE BEYOND SKIN

C.A.R.E.+

CARE FOR OUR
PEOPLE



CARE FOR
CONSUMER

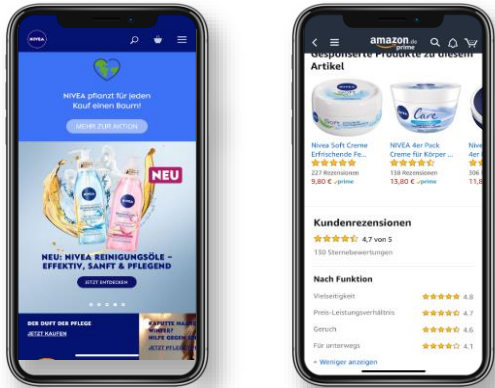


CARE FOR
SOCIETY



C.A.R.E.+ IN 2020 AND LONG-TERM

FAST FORWARD DIGITAL TRANSFORMATION



WIN WITH SKIN CARE



UNLOCK WHITE SPOT POTENTIAL



SUSTAINABLE GROWTH



C.A.R.E.+

- + outperform the market
- + create consumer value
- + ensure sustainable profitability

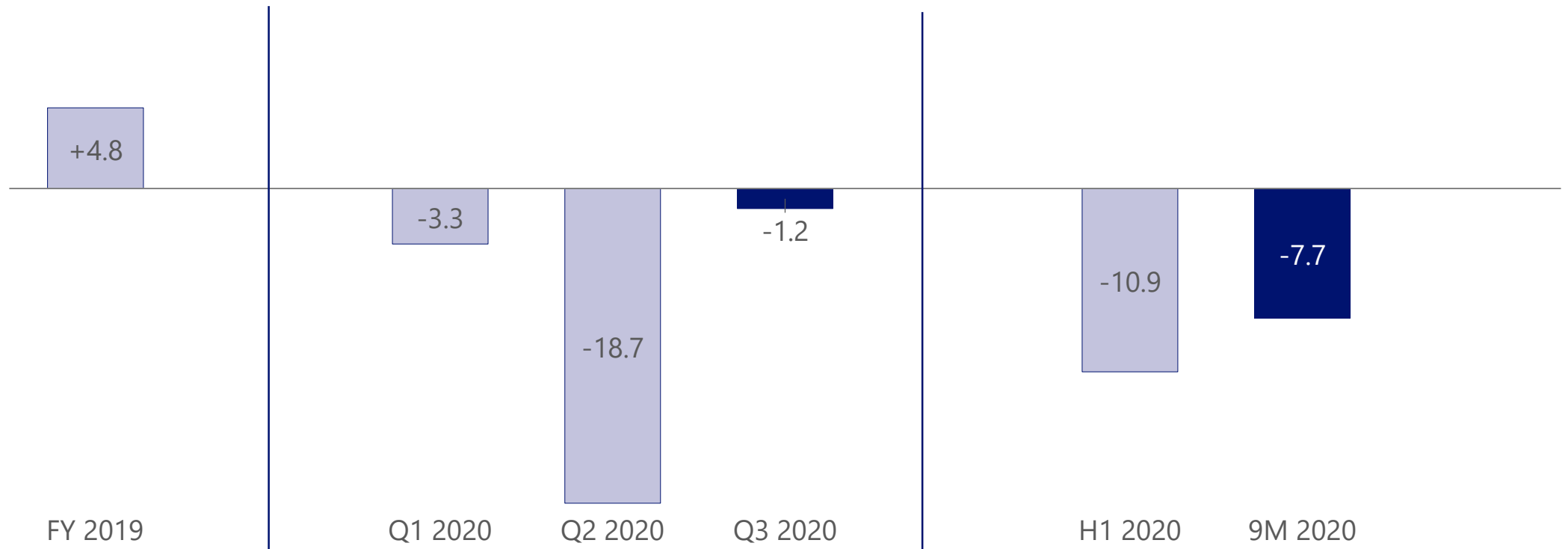
GROUP – SALES RESULTS

C.A.R.E.+

	SALES JAN. – SEPT. 2019	SALES JAN. – SEPT. 2020	NOMINAL GROWTH	ORGANIC GROWTH
	€ MILLION	€ MILLION		
CONSUMER	4,683	4,267	-8.9%	-7.7%
TESA	1,042	974	-6.5%	-4.6%
GROUP	5,725	5,241	-8.5%	-7.1%





CONSUMER – GROWTH

ORGANIC SALES GROWTH IN %



*Effect on consumer organic sales growth if sales in Argentina had been calculated at constant FX rates.

CONSUMER – BRANDS

	NIVEA	DERMA	HEALTHCARE	LA PRAIRIE
				
Q3 2020	-1.0%	+15.5%	+1.1%	-16.9%
9M 2020	-6.2%	+9.2%	-4.8%	-34.5%

CONSUMER – EUROPE



	SALES JAN. – SEPT. 2019	SALES JAN. – SEPT. 2020	NOMINAL GROWTH	ORGANIC GROWTH
	€ MILLION	€ MILLION		
WESTERN EUROPE	1,877	1,682	-10.4%	-10.8%
EASTERN EUROPE	443	397	-10.4%	-5.5%
EUROPE	2,320	2,079	-10.4%	-9.8%

- STRONG IMPACT FROM COVID-19 ON MARKETS IN GERMANY, FRANCE, SPAIN AND UK
- LA PRAIRIE'S TRAVEL RETAIL BUSINESS IS STILL THE MOST AFFECTED
- SALES DECREASES IN RUSSIA, SERBIA AND CROATIA, WHEREAS HUNGARY AND UKRAINE ARE RESILIENT

CONSUMER – AMERICAS



	SALES JAN. – SEPT. 2019	SALES JAN. – SEPT. 2020	NOMINAL GROWTH	ORGANIC GROWTH
	€ MILLION	€ MILLION		
NORTH AMERICA	343	455	+32.6%	+4.1%
LATIN AMERICA	473	421	-11.1%	+5.9%
AMERICAS	816	876	+7.3%	+5.1%

- NORTH AMERICA WITH CONTINUOUS OVERALL STRONG PERFORMANCE
- BRAZIL & CHILE ARE THE DRIVERS FOR GROWTH IN LATIN AMERICA
- MEXICO BELOW LAST YEAR'S LEVEL BUT WITH POSITIVE SIGNS OF RECOVERY

Organic sales growth if sales in Argentina had been calculated at constant FX rates: Latin America +9.6%, Americas +7.3%

CONSUMER – AFRICA/ASIA/AUSTRALIA

C.A.R.E.+

	SALES JAN. – SEPT. 2019	SALES JAN. – SEPT. 2020	NOMINAL GROWTH	ORGANIC GROWTH
	€ MILLION	€ MILLION		
AFRICA/ASIA/AUSTRALIA	1,547	1,312	-15.2%	-11.4%

- INDIA, INDONESIA AND JAPAN WITH SIGNIFICANT SALES DECREASES DUE TO COVID
- LA PRAIRIE SALES AFFECTED BY LOCKDOWNS, BUT REOPENED STORES WITH ENHANCED GROWTH
- HEALTHCARE RECOVERY IN AUSTRALIA AFTER SPORT AMATEURS AND PROS ARE BACK TO ACTION

TESA – GROWTH



ORGANIC GROWTH (9M)

DIRECT INDUSTRIES

-6.8%

AUTOMOTIVE
ELECTRONICS
PRINT AND PAPER
BUILDING SUPPLY

TRADE MARKETS

-1.1%

CONSUMER & CRAFTSMEN
GENERAL INDUSTRIAL MARKETS

TESA TOTAL

-4.6%

Working Capital Management

Continuous reduction of Working Capital levels through 2020 despite the pandemic headwinds

Value Management

Value Engineering and other efficiency initiatives enable us to invest behind our brands and capabilities

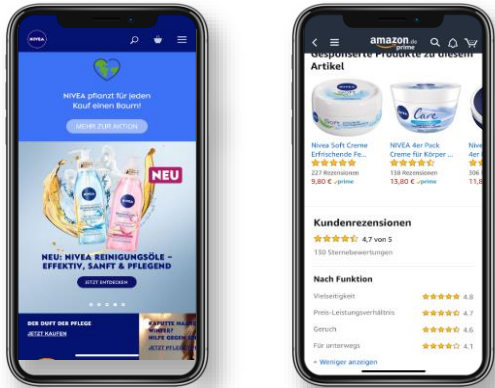
Effective Tax Rate

Strong execution of the tax roadmap puts us in a position to reconfirm our 2021 ETR target of 28%

In this continuously volatile environment, we expect **sales growth** of the Beiersdorf group for the **FY2020 to be at YTD level or slightly better**. **EBIT margins** of the Group and of the Consumer business segment are expected to be significantly **below prior-year level**. For tesa we expect an EBIT margin **at around prior-year level**.

C.A.R.E.+ IN 2020 AND LONG-TERM

FAST FORWARD DIGITAL TRANSFORMATION



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Q&A



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