



Beiersdorf

RESULTS Q1 2017

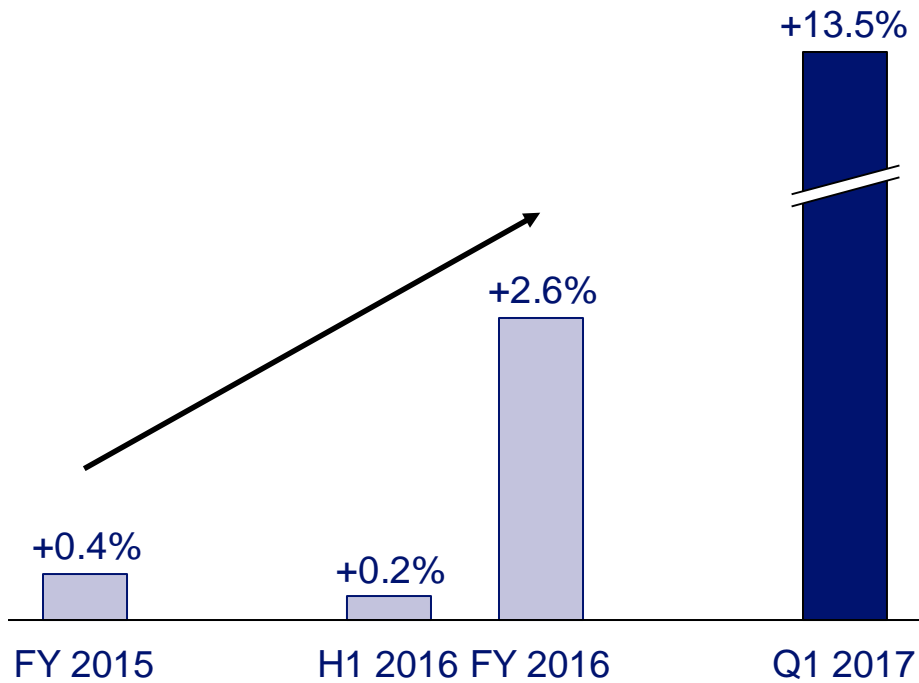
27 April, 2017

SALES DEVELOPMENT

	Jan. – Mar. 2016	Jan. – Mar. 2017	Change	
	mill. €	mill. €	<i>nominal</i> in %	<i>organic</i> in %
Sales Consumer	1,396	1,484	6.3	3.0
Sales tesa	277	317	14.4	13.5
Sales Group	1,673	1,801	7.7	4.8

TESA SALES

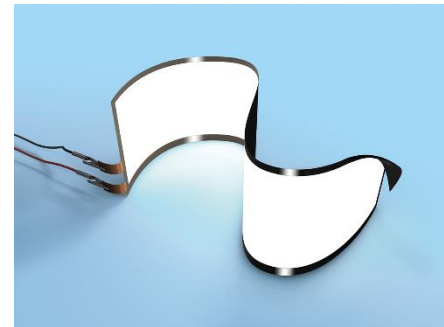
GROWTH



AUTOMOTIVE



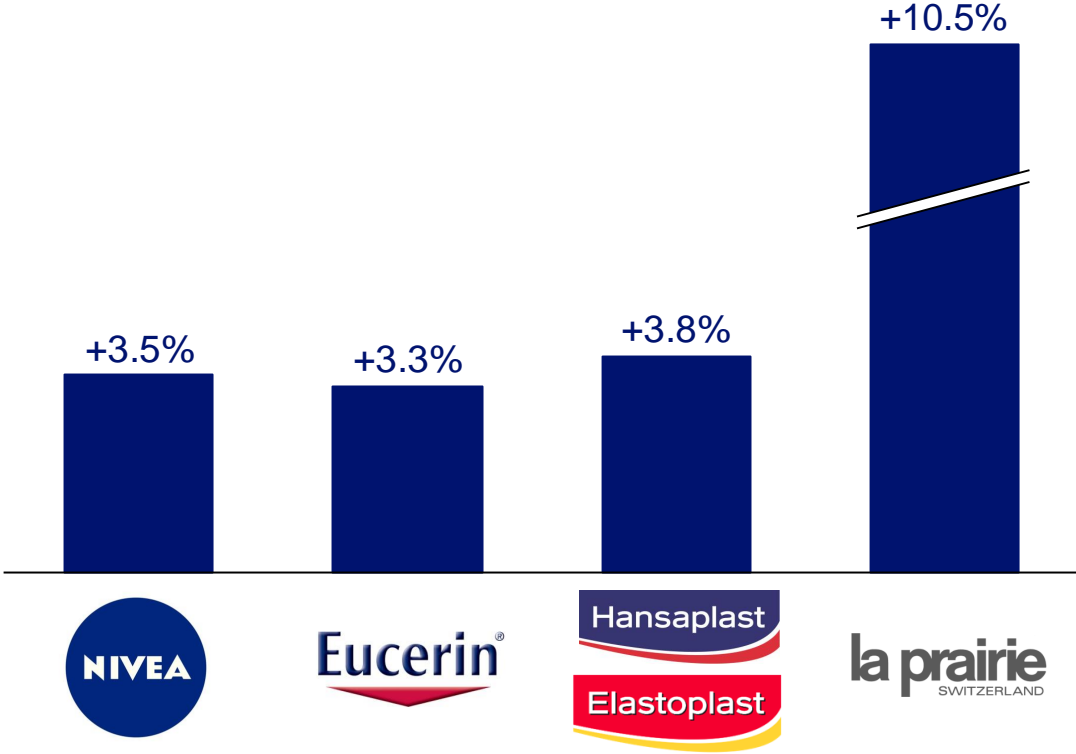
ELECTRONICS



CONSUMER SALES BY BRAND

CORE BRANDS

Q1 2017



CONSUMER SALES PER REGION

	Jan. – Mar. 2016	Jan. – Mar. 2017	Change	
	mill. €	mill. €	<i>nominal</i> in %	<i>organic</i> in %
Europe	720	748	3.8	2.4
Western Europe	593	597	0.7	1.4
Eastern Europe	127	151	18.4	7.2
Americas	247	278	12.5	4.0
North America	114	117	3.4	-0.5
Latin America	133	161	20.3	7.7
Africa/Asia/Australia	429	458	6.7	3.5
Total Consumer	1,396	1,484	6.3	3.0

BLUE AGENDA

BLUE AGENDA

Blue »
Agenda

We will be the No. 1 Skin Care company in our relevant categories and markets.

We Are Skin Care
Closest to Markets

We are small and act with maximum focus, speed and efficiency.

Fast & Flexible
Lean & Efficient

We combine leading brands, big innovations and world-class advertising.

Leading Brands
Big Innovations
World-Class Advertising
Shopper Connectivity

We are Beiersdorf ... we are unique!

One Team
Top Talent
Values & Culture



KEY DRIVERS

Brand

Innovation

Markets

Efficiency

People

FOCUS 2017 – GROWTH

BREAKTHROUGH INNOVATION	GLOBAL LEADER MEN	MORE LOCAL FOOTPRINT	DIGITAL ACCELERATION	NEW GROWTH PLATFORMS
				

BREAKTHROUGH INNOVATION



**FIRST EVER SUNSCREEN
TO PROTECT CLOTHES***

**>40% OF CONSUMERS
ANNOYED BY UV FILTER
STAINS**

**DISRUPTION OF
SUN CARE CATEGORY**

* The innovative formula helps UV-filter-induced stains to wash out of clothes more easily.

Results Q1 2017

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GLOBAL LEADER MEN

70% OF MEN DO BODY SHAVING ALREADY

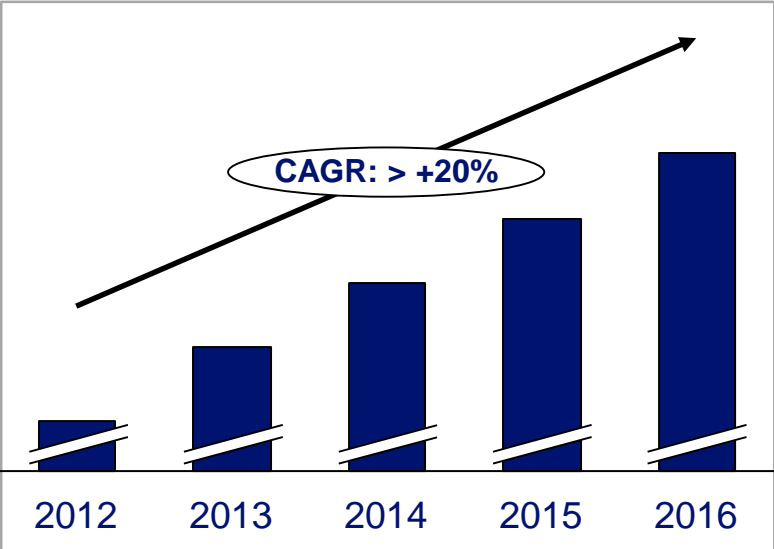
EASY TO APPLY UNDER THE SHOWER

STRONG EARLY TAKE UP



MORE LOCAL FOOTPRINT

NIVEA India

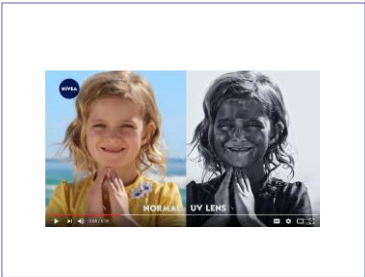
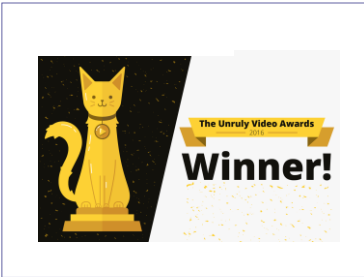


PC in Sanand

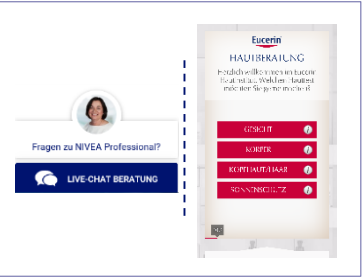
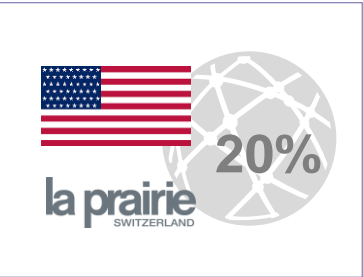


DIGITAL ACCELERATION

DIGITAL MARKETING



E-COMMERCE



CAPABILITIES



NEW GROWTH PLATFORMS



Eucerin[®]

The Eucerin logo features the brand name in a bold, blue, sans-serif font. Below the text is a red, downward-pointing chevron shape.

Hansaplast

Elastoplast

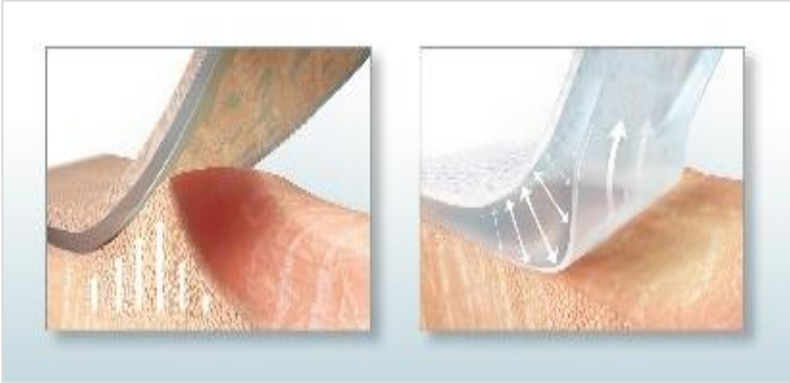
The Hansaplast logo consists of the brand name in white, sans-serif font on a dark blue, rounded rectangular background. Below it is a red, curved shape. The Elastoplast logo consists of the brand name in white, sans-serif font on a red, rounded rectangular background. Below it is a yellow, curved shape.

la prairie
SWITZERLAND

The la prairie logo features the brand name in a lowercase, grey, sans-serif font. Below the brand name, the word "SWITZERLAND" is written in a smaller, uppercase, grey, sans-serif font.

BREAKTHROUGH INNOVATION

SUPERIOR TECHNOLOGY



REGULAR

SILICONE SOFT

GUIDANCE 2017

Consumer

- Sales growth 3-4%
- EBIT margin slightly above previous year



Total Group

- Sales growth 3-4%
- EBIT margin slightly above previous year
- PAT margin slightly above previous year

tesa

- Sales growth 4-5%
- EBIT margin at the same level as previous year



2016 data for reference (excluding special factors):

- Consumer EBIT 14.8%
- tesa EBIT 16.2%
- Group EBIT 15.0%
- Group Profit After Tax Margin 10.8%

Note: Sales development on an organic basis – Profit development on an operative basis

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Questions and Answers

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