



— QUARTERLY STATEMENT JAN. – MAR. 2020

May 5th, 2020

Beiersdorf

Q1 KEY MESSAGES

COVID-19







SAFETY AND HEALTH OF
EMPLOYEES

CONTINUE TO SERVE CONSUMERS

SUPPORT SOCIETY

CONSUMER

NIVEA	DERMA	HEALTHCARE	LA PRAIRIE
			
-0.6%	+11.5%	+10.1%	-35.8%

-3.3%
SALES GROWTH

TESA



-5.1%
SALES GROWTH

Note: Organic sales growth on a like-for-like basis.

BUSINESS IMPACT CORONA

CONSUMER



- CATEGORY: PERSONAL CARE
 - MEDIA SHIFT
- PREFERS TRUSTED BRANDS

SHOPPER AND CUSTOMER



- ON-LINE
- LESS SHOPPING TRIPS
- BIGGER BASKETS
- POSTPONED ACTIVATION
 - CLOSED SHOPS

AIR TRAFFIC



- COLLAPSE OF TRAVEL RETAIL
- TOURISM: SUN SEASON

BUSINESS MEASURES CORONA

C.A.R.E.+

SUPPLY CHAIN



- SECURE STABLE SOURCING
- MAINTAIN SERVICE LEVEL

COST INITIATIVES



- IMPACT MITIGATION VIA COST REDUCTION EFFORTS
 - CONTAIN FIXED COST
- BEIERSDORF 'SOLIDARITY PACT'

C.A.R.E.+

OUR COMMITMENT

COMPETITIVE SUSTAINABLE GROWTH



ACCELERATE DIGITAL
CONSUMER CONNECTION



WIN WITH SKIN CARE



UNLOCK WHITE SPOT POTENTIAL



FUEL THE GROWTH THROUGH INCREASED PRODUCTIVITY



BUILD ON STRONG FOUNDATIONS:
COMPLIANCE – CORE VALUES – CULTURE – SUSTAINABILITY

CLOSE TO OUR CONSUMERS



Consumer connection

Cater to increased and changing demand

Modify activation & communication

DIGITAL CONSUMER CONNECTION

C.A.R.E.+

Advertising

Q1 2020

+43%

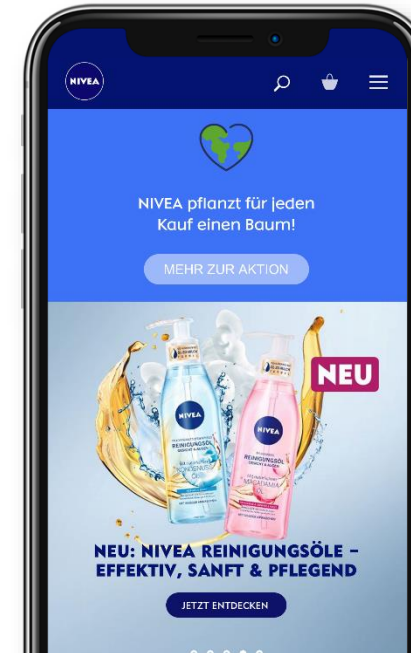
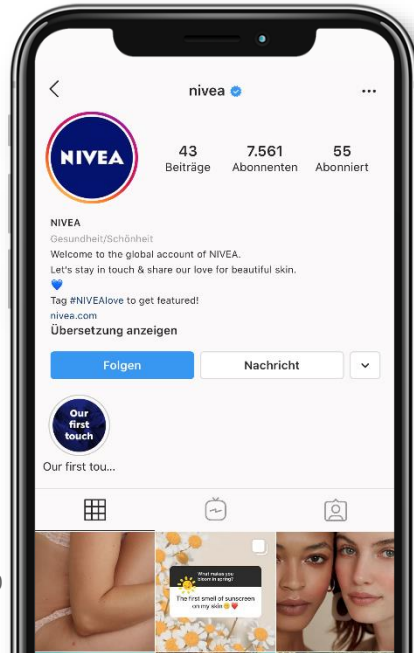
growth in online spend

eCommerce

Q1 2020

+23%

growth



DIGITAL CONSUMER CONNECTION

C.A.R.E.+

10K

Women Worldwide

12 MIO.

High-quality images

11

Parameters



— WIN WITH SKIN CARE

C.A.R.E.+

One of the most successful launches ever

Biggest contributor to Derma growth

Global leader „even skin“

Extension to the Sun category in 2020



UNLOCK WHITE SPOTS



NATURALLY
GOOD

Successful roll-out to European countries in Q1 2020

Excellent feedback from customers

Additional categories to come



CORPORATE VENTURE FUND

Invest in disruptive technologies &
new business models

Investments in line with
C.A.R.E.+ strategic pillars,
e.g. sustainability focus

Latest investment:
Equity stake in UK-based
Salford Valve Company (Salvalco)



salvalco

**A strong partnership to drive sustainable aerosol
innovations for the industry and Beiersdorf.**

SUPPORT SOCIETY



— FINANCIAL RESULTS Q1 2020

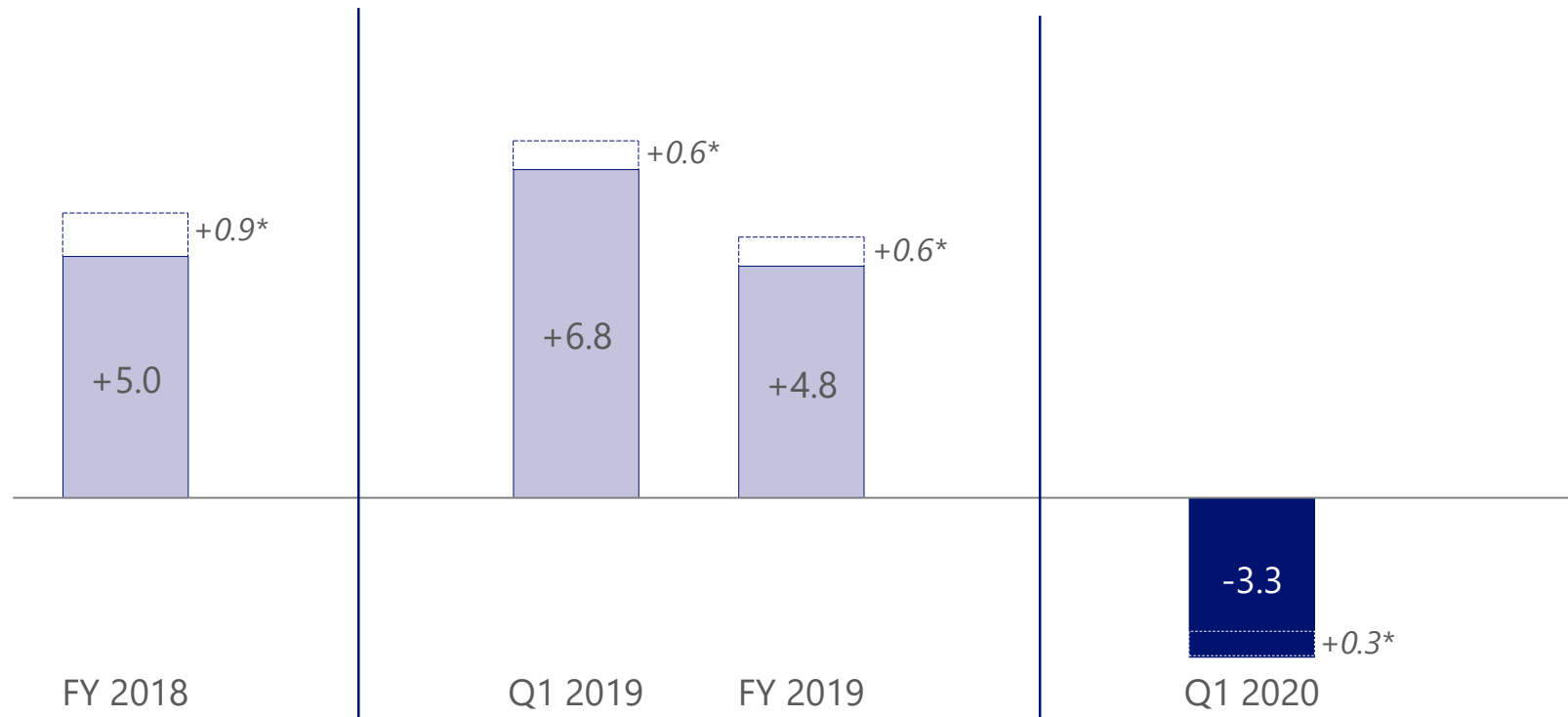
GROUP – SALES RESULTS

C.A.R.E.+

	SALES Q1 2019	SALES Q1 2020	NOMINAL GROWTH	ORGANIC GROWTH
	€ MILLION	€ MILLION		
CONSUMER	1,598	1,581	-1.0%	-3.3%
TESA	349	329	-5.7%	-5.1%
GROUP	1,947	1,910	-1.9%	-3.6%

CONSUMER – GROWTH

ORGANIC SALES GROWTH IN %



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

CONSUMER – EUROPE

C.A.R.E.+

	SALES Q1 2019	SALES Q1 2020	NOMINAL GROWTH	ORGANIC GROWTH
	€ MILLION	€ MILLION		
WESTERN EUROPE	655	596	-9.0%	-9.6%
EASTERN EUROPE	149	154	+3.7%	+5.4%
EUROPE	804	750	-6.6%	-6.8%

- LA PRAIRIE AFFECTED BY THE COLLAPSE OF TRAVEL RETAIL, AND UP TO 85% OF DOORS WERE CLOSED
- LOCKDOWN COUNTRIES ITALY, SPAIN AND FRANCE WITH MAJOR SALES IMPACT
- RESILIENT Q1 PERFORMANCE IN POLAND AND RUSSIA DESPITE A CHALLENGING ENVIRONMENT

CONSUMER – AMERICAS



	SALES Q1 2019	SALES Q1 2020	NOMINAL GROWTH	ORGANIC GROWTH
	€ MILLION	€ MILLION		
NORTH AMERICA	123	183	+48.1%*	+1.3%
LATIN AMERICA	143	154	+7.9%	+18.9%
AMERICAS	266	337	+26.5%	+10.6%

- NORTH AMERICAN SALES DRIVEN BY AQUAPHOR AND NIVEA BODY WASH
- IN THE U.S. STRONG GROWTH IN DERMA OFFSETS DECREASE IN LA PRAIRIE
- Q1 SALES IN LATIN AMERICA DRIVEN BY STRONG GROWTH IN BRAZIL

Organic sales growth if sales in Argentina had been calculated at constant FX rates: Latin America +23.0%, Americas +12.7%

* Including Coppertone

CONSUMER – AFRICA/ASIA/AUSTRALIA

C.A.R.E.+

	SALES Q1 2019	SALES Q1 2020	NOMINAL GROWTH	ORGANIC GROWTH
	€ MILLION	€ MILLION		
AFRICA/ASIA/AUSTRALIA	528	494	-6.4%	-5.0%

- LA PRAIRIE WITH DOUBLE-DIGIT SALES DECELERATION IN ASIA AND AUSTRALIA
- WEAK DEMAND IN INDIA
- STRONG GROWTH IN MALAYSIA AND PHILIPPINES

TESA – GROWTH



ORGANIC GROWTH Q1 2020

DIRECT INDUSTRIES

-8.5%

AUTOMOTIVE
ELECTRONICS
PRINT AND PAPER
BUILDING SUPPLY

TRADE MARKETS

0.0%

CONSUMER & CRAFTSMEN
GENERAL INDUSTRIAL MARKETS

TESA TOTAL

-5.1%

— INSIGHTS 2020

Major shift in consumer and shopping behavior



Impact mitigation through cost initiatives



Reliable supply situation



Currently no visibility beyond a difficult Q2



Strong financial position

Beiersdorf

Q&A