

# HALF-YEAR REPORT 2021

Vincent Warnery, Astrid Hermann  
Hamburg, August 05, 2021

# Beiersdorf



Enhance **diverse** corporate culture



Shaping a **climate-positive** future

C.A.R.E.+

remains strategic roadmap

Hansaplast

Eucerin®

la prairie  
SWITZERLAND

Leverage **success** stories



Accelerate **digital** initiatives



Build a **global transgenerational** strategy

# SALES ABOVE PRE-COVID LEVELS



vs. 2020	+9.1%	+22.1%	+16.5%	+41.0%	+28.2%
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Consumer: **+13.6%** vs. 2020 / +0.7% vs. 2019

Group: **+16.2%** vs. 2020 / +3.3% vs. 2019





WIN WITH  
**SKINCARE**

# Eucerin®

PATENTED  
THIAMIDOL



**Most successful** launch  
in Beiersdorf history

## BREAKTHROUGH INNOVATIONS

10 years of  
development  
**50.000** compounds  
tested



## LUMINOUS<sup>630</sup>

WIN WITH SKIN CARE

# EXPANSION LUMINOUS 630®

**NIVEA**

LUMINOUS 630®  
PATENT

„GEDULD IST NICHT MEINE STÄRKE. ABER DIESE 8 WOCHEN HABEN SICH MEHR ALS GELOHNT.“

Kerstin, 34, Sales Managerin und Reiseplaner:  
„Viel draußen zu sein hat mir tolle Erlebnisse, aber auch unschöne Pigmentflecken beschernt. Nichts hat geholfen. Zu erleben, dass das neue Luminous tatsächlich wirkt, war ein echter Befreiungsschlag!“

ANTI-PIGMENT-FLECKEN

VORHER 09.08.20 NACHHER 04.10.20

**NIVEA CELLULAR LUMINOUS 630 ANTI-PIGMENT-FLECKEN INTENSIV-SERUM**

**NIVEA CELLULAR LUMINOUS 630 ANTI-PIGMENT-FLECKEN INTENSIV-SERUM**

EINE ECHTE ERFOLGSSTORY GEGEN PIGMENTFLECKEN: Frauen aus dem echten Leben bestätigen – NIVEA CELLULAR LUMINOUS 630® wirkt wirklich. Ebenmäßigerer, strahlenderer Teint und 50% weniger Pigmentflecken in nur 8 Wochen. Ob Sonne, Hormone oder Alter die Ursache sind. Testen Sie jetzt die patentierte Innovation von NIVEA.



**NIVEA LUMINOUS 630®**  
Advanced Hand Cream



**NIVEA CELLULAR LUMINOUS 630®**  
Tinted Fluid SPF20 Double Corrector



**NIVEA CELLULAR LUMINOUS 630®** Night Complexion Repair



**+43.8%**

sales growth vs 2020\*

**+12.5%**

sales growth vs 2019\*

SUCCESS IN  
**CHINA**



\* Consumer business Greater China incl. Travel Retail

# SUCCESS IN CHINA

la prairie  
SWITZERLAND

It's all about  
premium skincare

Hainan with  
superior growth



Tmall drives the  
E-Com acceleration



# SUCCESS IN CHINA

## Eucerin®

- **Strong growth** since launch in 2019
- Building a **digital ecosystem**
- Focus on **regional innovations**

# +60.8%

sales growth vs 2020\*



\* Derma business Greater China

# SUCCESS IN CHINA



Encouraging launch of Luminous W630®

Leverage growth potential



Reengineer the brand

**Integration** completed successfully

**Winning Market Share** in 2021  
for the first time since 2012

**Strong sales growth** in H1 2021

Coppertone®



# INTRODUCING NEW COPPERTONE 2022



Strengthen focus on key segments and strong innovation pipeline

# SUSTAINABILITY

FIRST CLIMATE-NEUTRALIZED  
NIVEA PRODUCTS

**~65%** reduction of CO<sub>2</sub>  
emissions (Scope 1 and 2) since 2014\*

By **2030** Climate  
neutrality at production sites



\* Excluding Coppertone

# BEIERSDORF VACCINATION CENTER

C.A.R.E+ 

CARE BEYOND  
**SKIN**

**5000**  
VACCINATIONS



H1 2021

# FINANCIALS

ASTRID  
HERMANN

## GROUP

	Jan. - June 2020	Jan. - June 2021	Change	
	Mil. €	Mil. €	Nominal	Organic
Sales	3,449	3,874	+12.3%	+16.2%
EBIT*	472	595		
Profit after tax*	316	425		
EBIT margin*	13.7%	15.3%		
Profit after tax margin*	9.2%	11.0%		
Earnings per share in €*	1.37	1.83		

\*Excluding special factors

## SEGMENTS

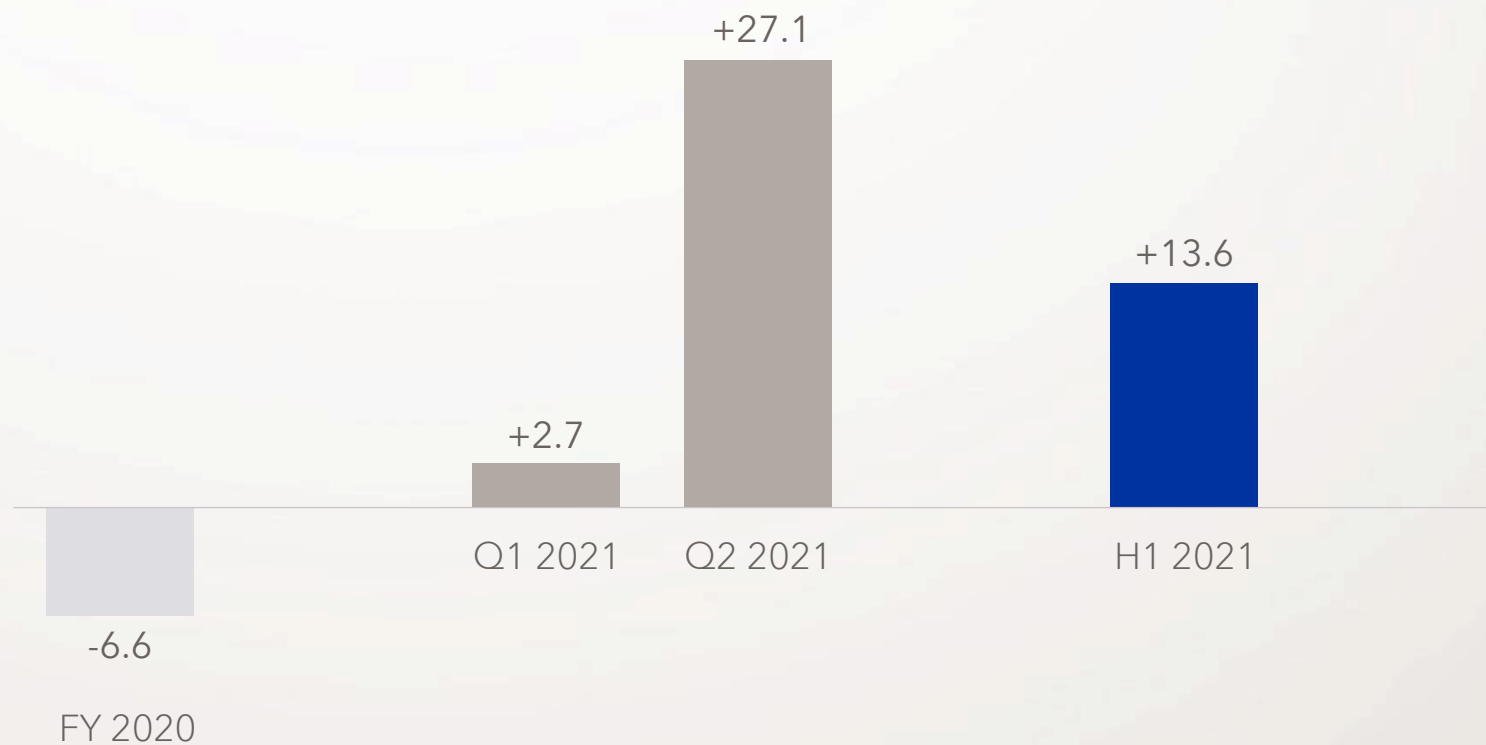
	Jan. - June 2020	Jan. - June 2021	Change	
	Mil. €	Mil. €	Nominal	Organic
<b>Consumer</b>				
Sales	2,834	3,101	+9.4%	+13.6%
EBIT*	376	436		
EBIT margin*	13.3%	14.1%		
<b>tesa</b>				
Sales	615	773	+25.7%	+28.2%
EBIT*	96	159		
EBIT margin*	15.6%	20.5%		

\*Excluding special factors



# CONSUMER

Organic sales growth in %



CONSUMER BRANDS



NIVEA



DERMA



HEALTHCARE



LA PRAIRIE



**Q2 2021**

+19.0%

+36.1%

+40.1%

+77.1%

**H1 2021**

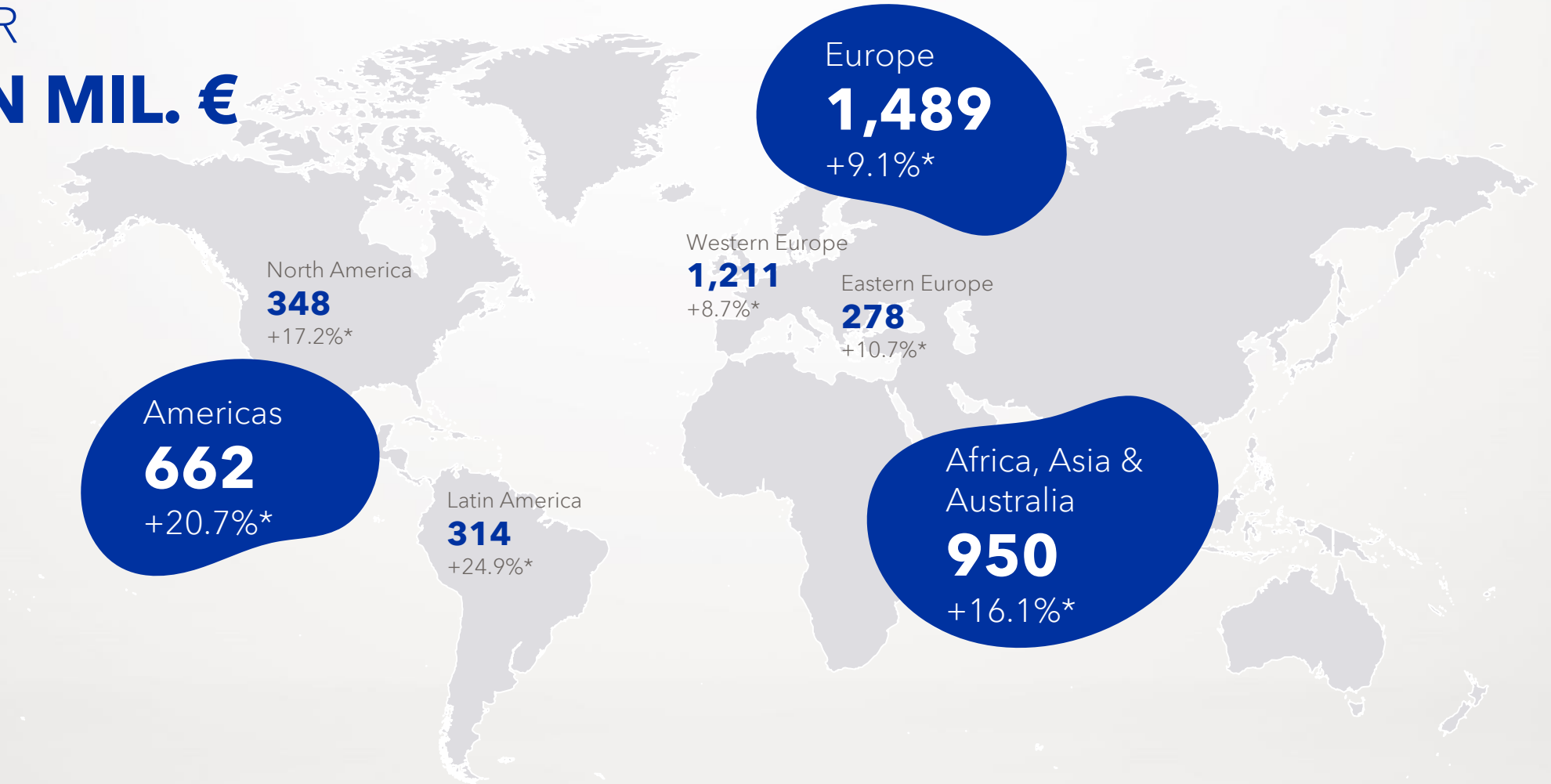
+9.1%

+22.1%

+16.5%

+41.0%

# CONSUMER SALES IN MIL. €

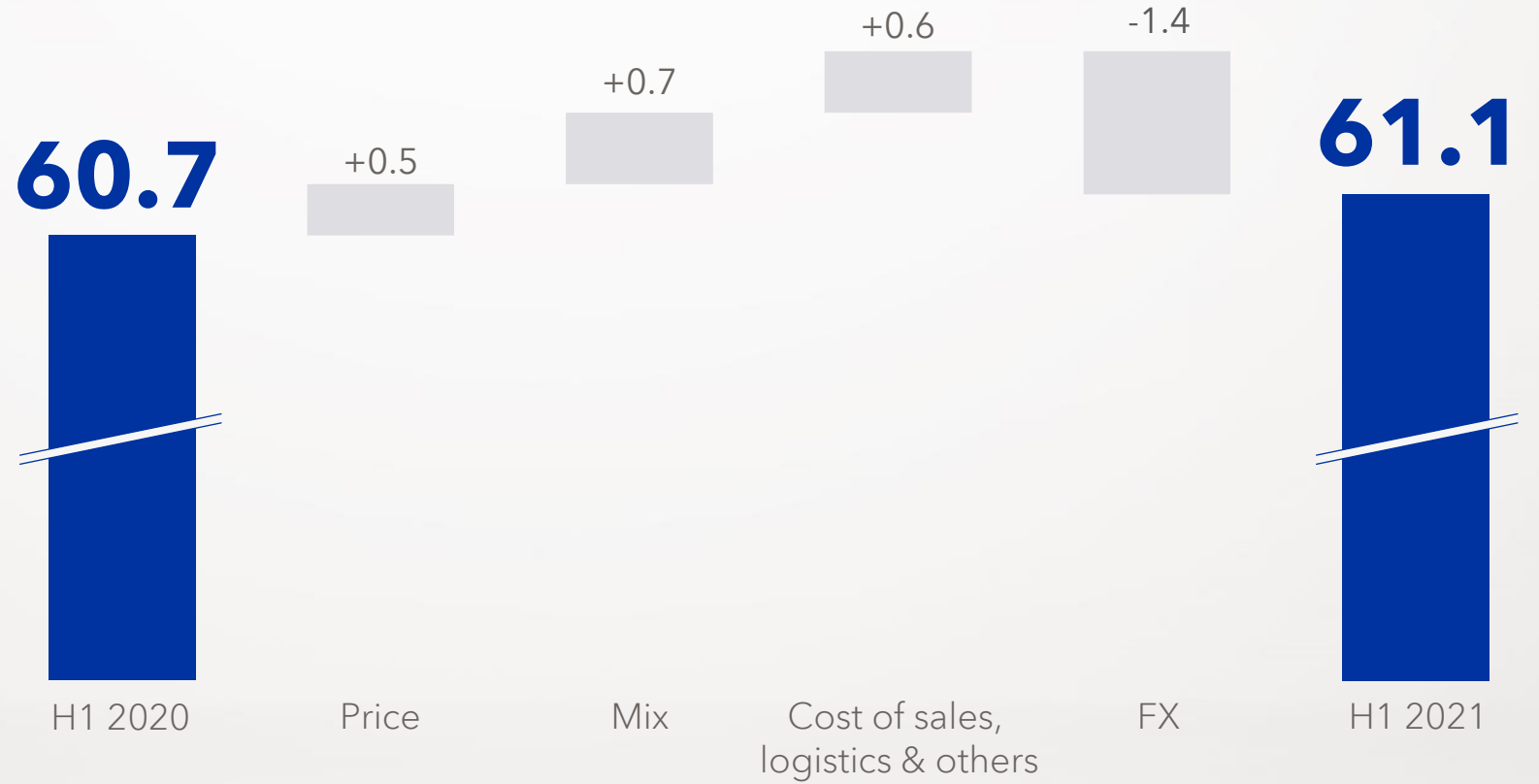


\* Organic growth



# CONSUMER GROSS MARGIN

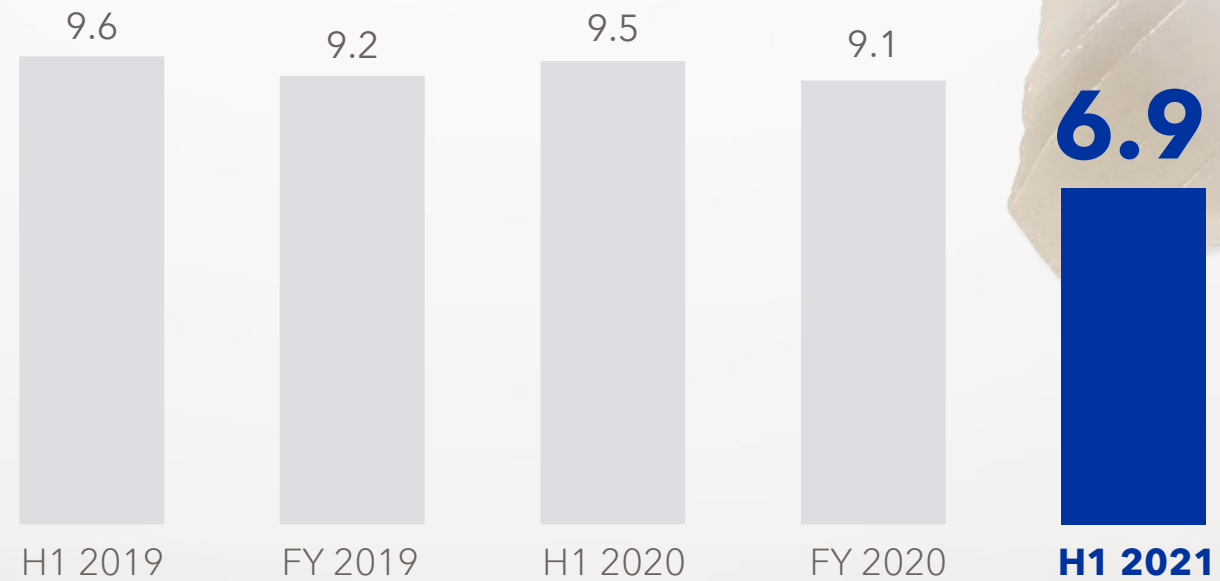
In % of consumer sales



\*@FX avg. 2020

# CONSUMER WORKING CAPITAL

In % of consumer sales  
(12-months rolling)



# CONSUMER DIGITAL INVESTMENTS



## ACCELERATE DIGITAL TRANSFORMATION

Upskilling of employees & strong investments in digital infrastructure



## LEVERAGE PRECISION MARKETING

Build 1on1 consumer relations



## E-COMMERCE: +40% GROWTH IN H1

Doubled headcount & increased significantly our digital marketing investment







Organic growth H1 2021 in %

TESA TOTAL

**+28.2%**

Q2: +33.5%

**+38.4%**

DIRECT INDUSTRIES

Automotive | Electrical systems | Electronics | Direct growth markets

**+14.9%**

TRADE MARKETS

Consumer & craftsmen | General industrial markets

# TESA OUTPERFORMS THE MARKET



## ELECTRONICS

Thermally conductive tapes for 5G smartphones

## AUTOMOTIVE

Fire protection with high-tech adhesive tapes in electric vehicles

## DO-IT-YOURSELF

DIY-trend continues also in 2021 | Sustainable tapes based on biological material



# GUIDANCE FY 2021

## Consumer

- Sales growth HSD
  - EBIT margin at previous year's level
- 

## tesa

- Sales growth HSD
  - EBIT margin at previous year's level
- 

## 2020 data for reference (excluding special factors):

- Consumer EBIT **12.3%**
- tesa EBIT **15.4%**
- Group EBIT **12.9%**
- Group Profit After Tax Margin **9.1%**

## Total Group

- Sales growth HSD
- EBIT margin at previous year's level

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





**Q&A**