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## Results Q1 / 2013

May 2, 2013

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# Key Figures – Group

	Jan. – Mar. 2012	Jan. – Mar. 2013	Change nominal / like-for-like	
	mill. €	mill. €	in %	
<b>Sales</b>	<b>1,533</b>	<b>1,577</b>	<b>+2.9</b>	<b>+5.4</b>
EBIT	183	215		
Profit after Tax	125	155		
Earnings per Share in €	0.54	0.68		
<b>EBIT *</b>	<b>198</b>	<b>215</b>		
<b>Profit after Tax *</b>	<b>135</b>	<b>155</b>		
<b>EBIT Margin *</b>	<b>12.9%</b>	<b>13.6%</b>		
<b>Profit after Tax Margin *</b>	<b>8.8%</b>	<b>9.8%</b>		
<b>Earnings per Share in € *</b>	<b>0.59</b>	<b>0.68</b>		

\* Excluding special factors

# Key Figures – tesa

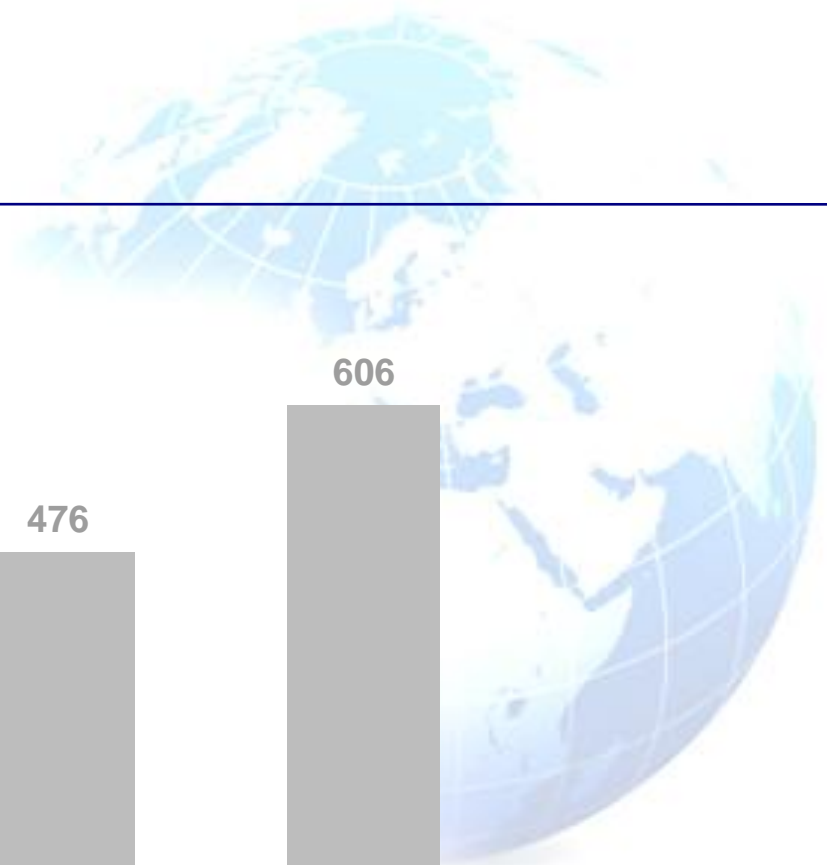
	Jan. – Mar. 2012	Jan. – Mar. 2013	Change nominal / like-for-like	
	mill. €	mill. €	in %	
<b>Sales</b>	<b>256</b>	<b>259</b>	<b>+1.2</b>	<b>+3.6</b>
<b>EBIT</b>	<b>34</b>	<b>37</b>		
<b>EBIT Margin</b>	<b>13.4%</b>	<b>14.2%</b>		

# Consumer Sales per Region

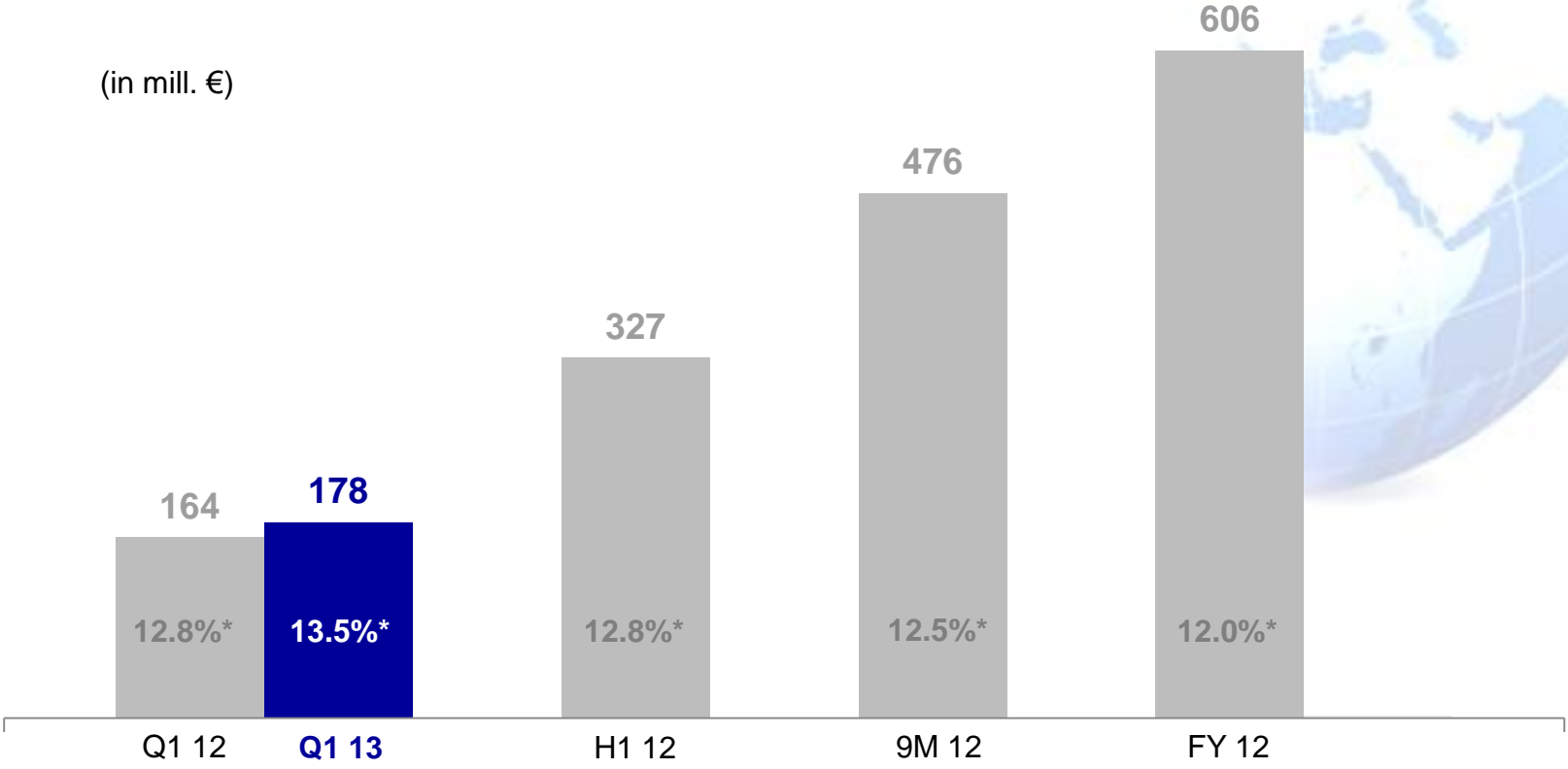
(by origin)	<b>Jan. – Mar. 2012</b>	<b>Jan. – Mar. 2013</b>	<b>Change like-for-like</b>
	mill. €	mill. €	in %
Germany	194	186	-1.8
Western Europe	402	395	-0.7
Eastern Europe	153	149	-1.5
North America	86	91	+5.4
Latin America	139	144	+21.6
A/A/A	303	353	+16.0
<b>Total Consumer</b>	<b>1,277</b>	<b>1,318</b>	<b>+5.7</b>

- Germany and Europe weak due to declining markets.
- Eastern European business impacted by weak market development in Russia.
- Latin America and A/A/A saw further sales growth acceleration.

# Consumer EBIT



(in mill. €)



\* EBIT margin excluding special factors.

# Brand

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- New positioning, logo & design and communication.
- Supporting men in their own everyday skin care routine.
- Strengthens our No.1 position in men's skin care business.

# Innovation

## NIVEA Stress Protect Deodorant

- Innovative formula with zinc complex for an antimicrobial effect.
- Reliable extra protection against odour and underarm wetness.



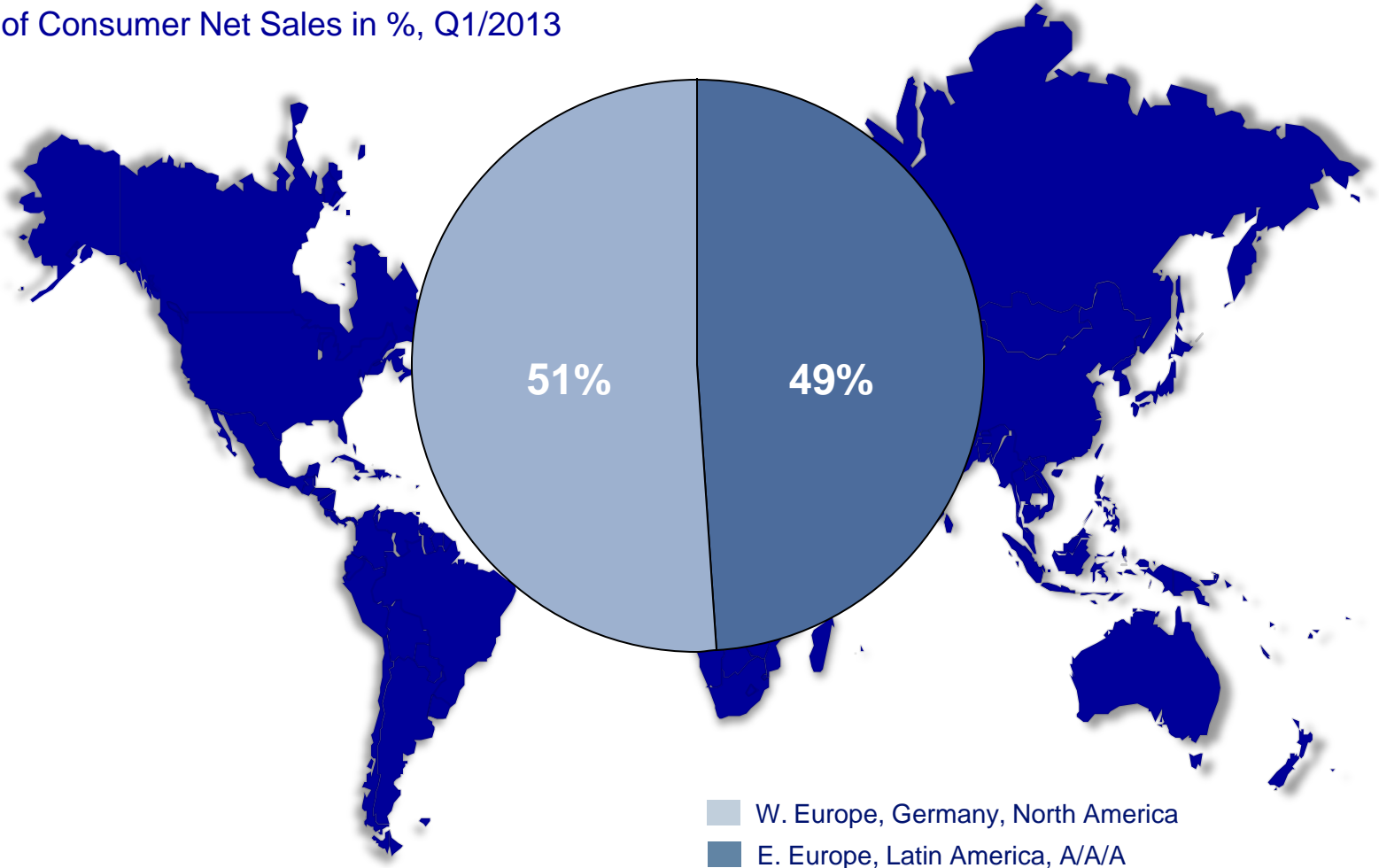
## NIVEA In-Shower Body Milk

- Bringing new consumers to Body.
- Excellent results in pilot market Italy.
- Currently being rolled out globally.



# Emerging Markets

Share of Consumer Net Sales in %, Q1/2013



# Guidance 2013

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Sales development on a like-for-like basis

Profit development on an operative basis

## Consumer

- Sales growth above market.
- Increase of EBIT margin vs. 2012.



## Total Group

- Sales growth above market.
- Increase of EBIT margin vs. 2012.
- Increase of PAT margin vs. 2012.

## tesa

- Sales growth slightly above market.
- Slight increase of EBIT margin vs. 2012.



### 2012 data for reference:

- Consumer EBIT 12.0%\*
- tesa EBIT 13.0%
- Group EBIT 12.2%\*
- Group Profit After Tax 7.9%\*

\* Excluding special factors.

# **Questions and Answers**

# How to Contact Investor Relations

## **Beiersdorf Website**

[www.Beiersdorf.com](http://www.Beiersdorf.com)

## **IR-Hotline**

Tel: +49 (0) 40 4909 5000

Fax: +49 (0) 40 4909 18 5000

Email: [Investor.Relations@Beiersdorf.com](mailto:Investor.Relations@Beiersdorf.com)