



Results H1 / 2013

August 7, 2013

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Key Figures – Group

	Jan. – Jun. 2012	Jan. – Jun. 2013	Change nominal / like-for-like	
	mill. €	mill. €	in %	
Sales	3,062	3,163	+3.3	+6.6
EBIT	374	434		
Profit after Tax	248	287		
Earnings per Share in €	1.08	1.25		
EBIT *	390	434		
Profit after Tax *	258	287		
EBIT Margin *	12.7%	13.7%		
Profit after Tax Margin *	8.4%	9.1%		
Earnings per Share in € *	1.12	1.25		

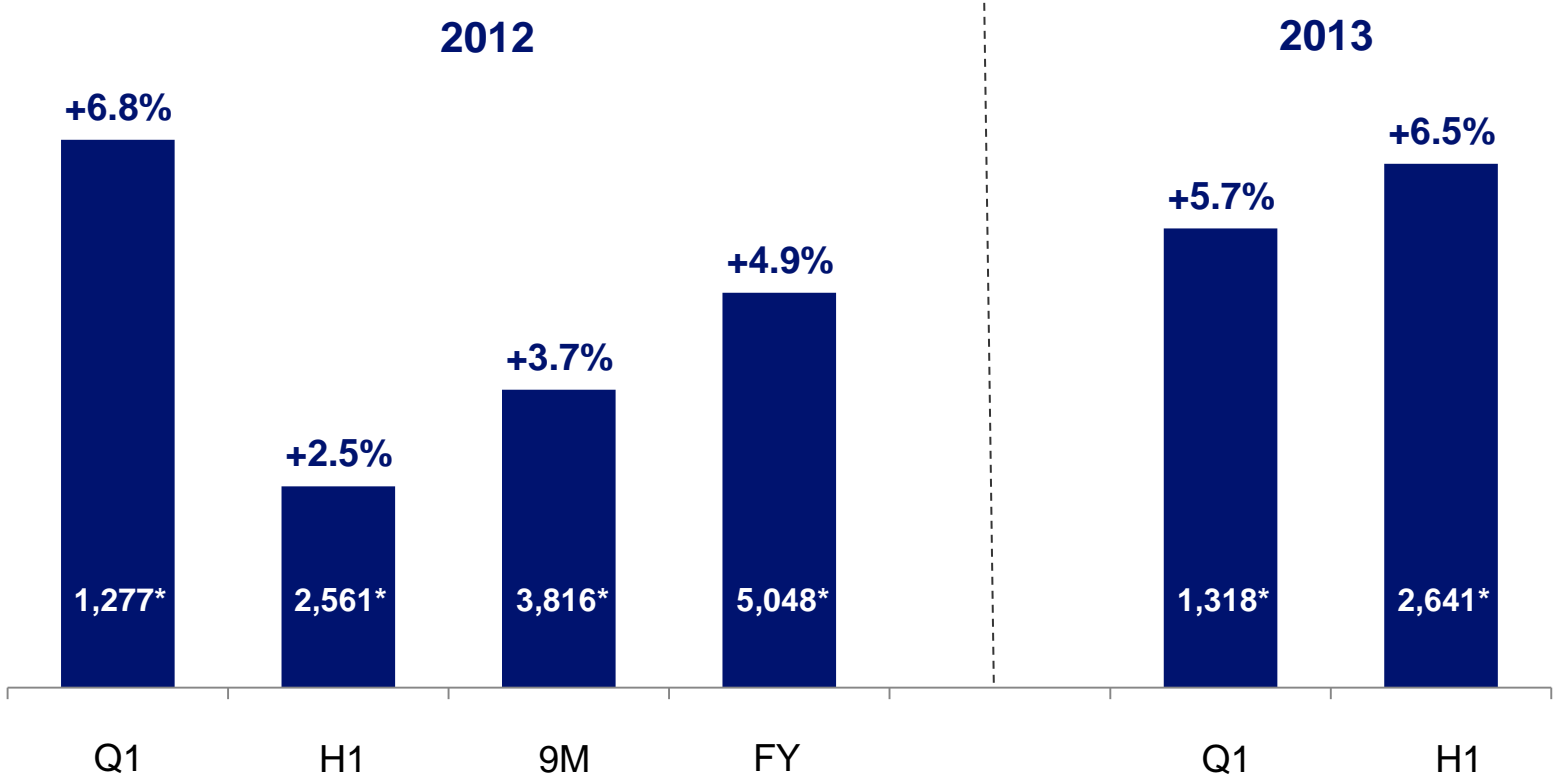
* Excluding special factors

Key Figures – tesa

	Jan. – Jun. 2012	Jan. – Jun. 2013	Change nominal / like-for-like	
	mill. €	mill. €	in %	
Sales	501	522	+4.2	+7.4
EBIT	63	83		
EBIT Margin	12.6%	15.9%		

Consumer Sales Growth

(Sales growth in % on a like-for-like basis)



(* Sales in mill. €)

Consumer Sales per Region

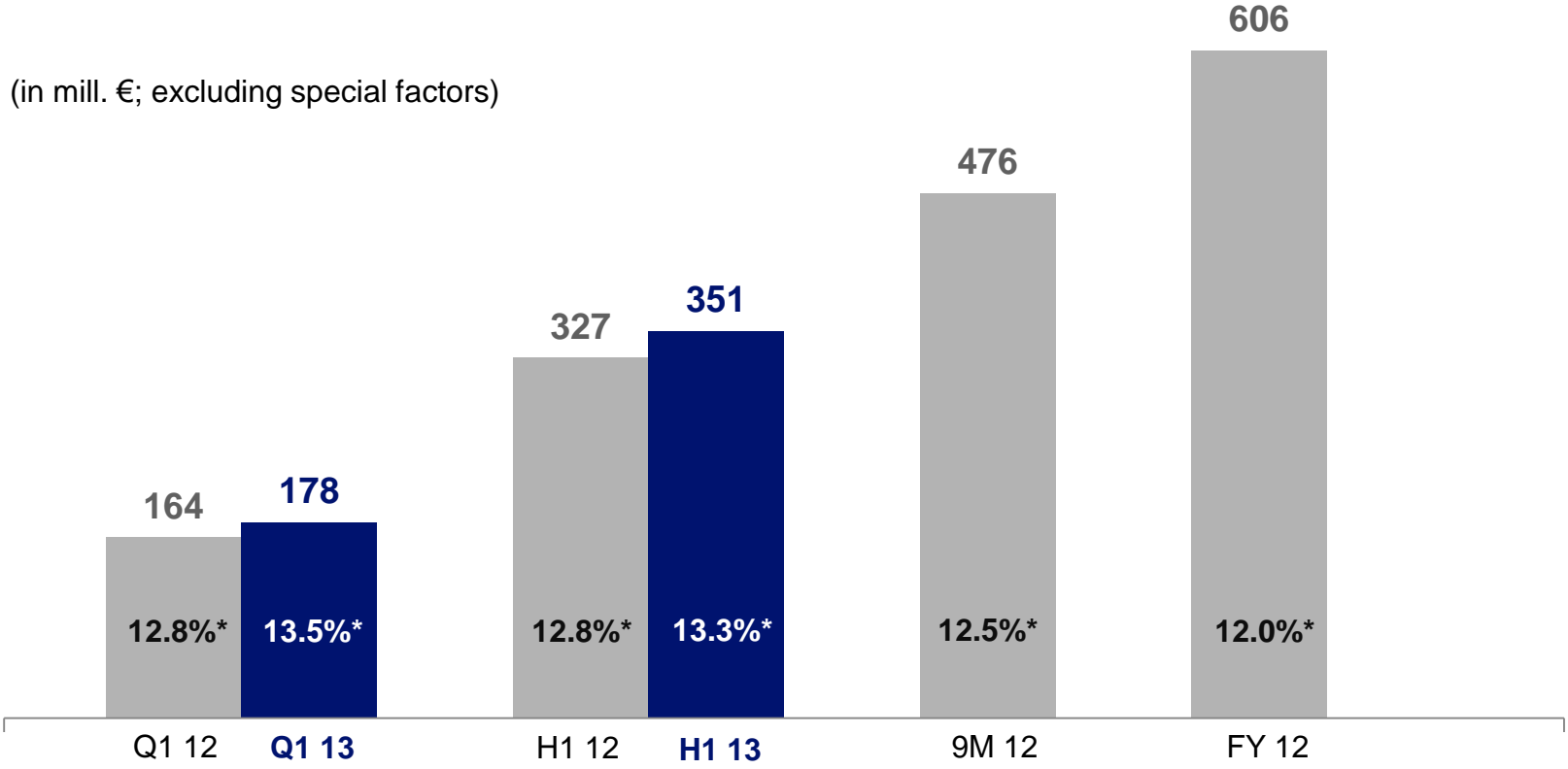
(by origin)	Jan. – Jun. 2012*	Jan. – Jun. 2013	Change like-for-like
	mill. €	mill. €	in %
Germany	375	380	+2.7
Western Europe	822	794	-2.3
Eastern Europe	302	294	-1.3
North America	163	168	+4.3
Latin America	291	296	+19.9
A/A/A	608	709	+19.0
Total Consumer	2,561	2,641	+6.5

- Germany recorded positive growth in H1 2013
- Weak markets in Western and Eastern Europe slowed down global performance
- Strong sales increases in Latin America and A/A/A

* The prior-year figures have been adjusted due to the reclassification of the Turkish affiliate from Western Europe to A/A/A

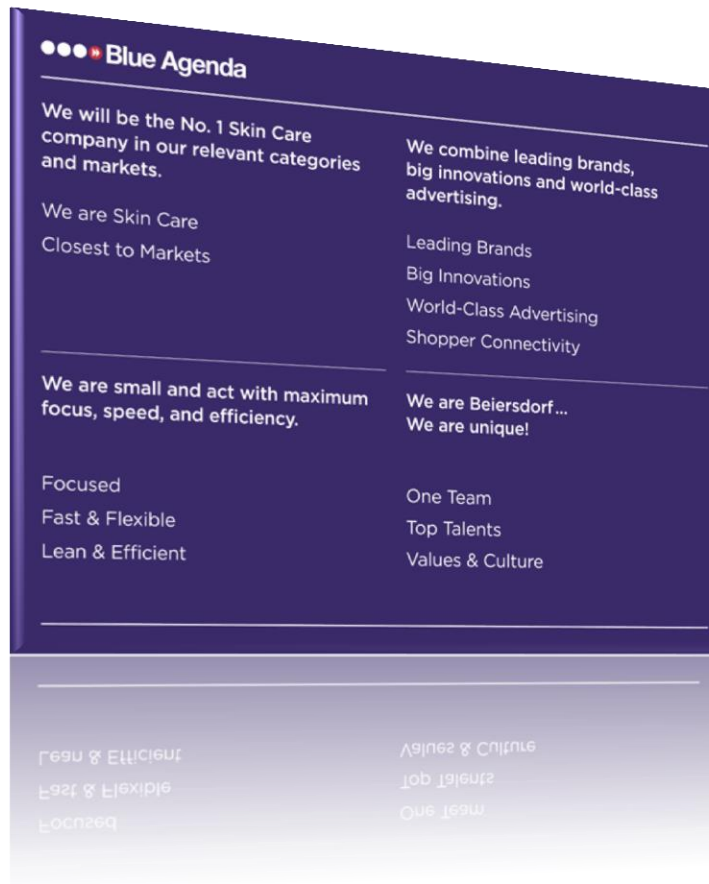
Consumer EBIT

(in mill. €; excluding special factors)



(*EBIT margin in % of sales; excluding special factors)

One Year Blue Agenda



Implementing the Blue Agenda drives positive results

Key drivers

- Strengthening our brands
- Increasing our innovation power
- Extending our presence in the emerging markets
- Strengthening our management team

Brands



- New NIVEA logo and design
- Less and better marketing campaigns
- New focus on digital communication

Innovation



NIVEA MEN IT STARTS WITH YOU

EXTRA DEODORANT PROTECTION TO PASS EVERY STRESS TEST.

NIVEA MEN STRESS PROTECT DEODORANT – also against stress-sweating and body odour. 48h extra protection.

NEW

NIVEA MEN
STRESS PROTECT
48h

NIVEA Stress Protect Deodorant

- First product that responds to a global insight: stress smells different
- Extra protection – even against stress sweating



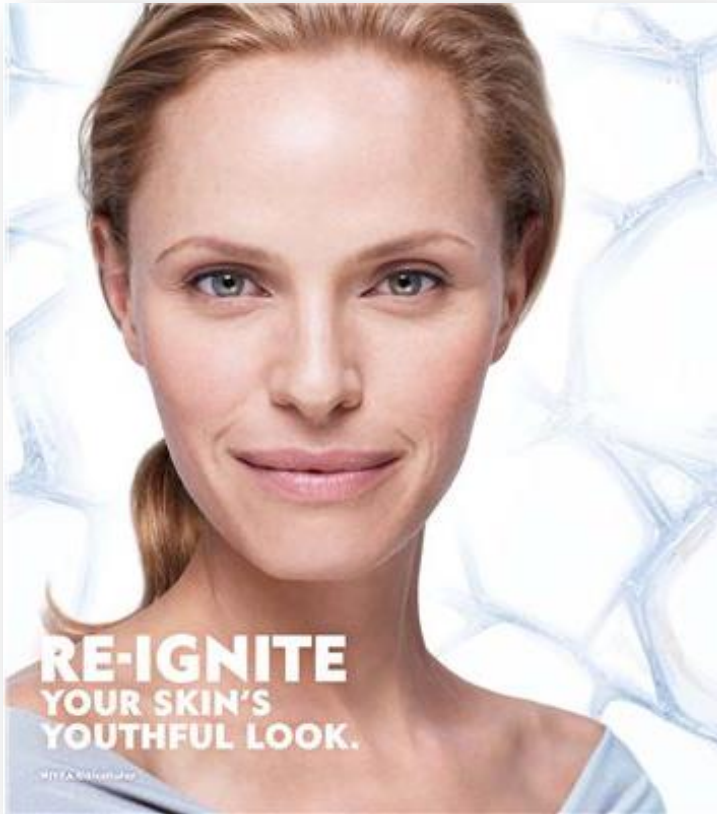
Innovation



NIVEA In-Shower Body Lotion

- The first “in-shower” body lotion
- Strengthens NIVEA’s image of superior care

Innovation



NIVEA Cellular Anti-Age

- Breakthrough in anti-aging research
- The advanced formula increases the cell turnover rate to fight the appearance of ageing



Emerging Markets

- Eastern Europe, Latin America and A/A/A showed strong growth of +14.0%
- These markets will contribute more than half of Consumer sales by the end of this year
- Local consumer insights strengthen our innovation power



Guidance 2013

Sales development on a like-for-like basis

Profit development on an operative basis

Consumer

- Sales growth 5-6%
- EBIT margin above 12%



Total Group

- Sales growth 5-6%
- EBIT margin 12-13%
- PAT margin above 8%

tesa

- Sales growth 4-5%
- EBIT margin around 14%



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

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