



— QUARTERLY STATEMENT JAN. – SEPT. 2019

October 29, 2019

Beiersdorf

9M MESSAGES

C.A.R.E.+

CONSUMER



+5.1%
SALES GROWTH

PORTFOLIO



OSCAR&PAUL®



PROGRESSING
TRANSFORMATION

TESA



+1.2%
SALES GROWTH

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

C.A.R.E.+



ACCELERATE CONSUMER
CONNECTION THROUGH
DIGITALIZATION



WIN WITH SKIN CARE



UNLOCK WHITE SPOT POTENTIAL



FUEL THE GROWTH THROUGH INCREASED PRODUCTIVITY



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

WIN WITH SKIN CARE – Eucerin® ANTI-PIGMENT C.A.R.E.+



Note: Eucerin Even Skin year-to-date market positions. Brazil: In São Paulo state since July 2019.

WIN WITH SKIN CARE – NIVEA FACE CARE

**BOOST
SKIN ELASTICITY**

NEW

REDUCES DEEP WRINKLES & MOISTURIZES INTENSIVELY

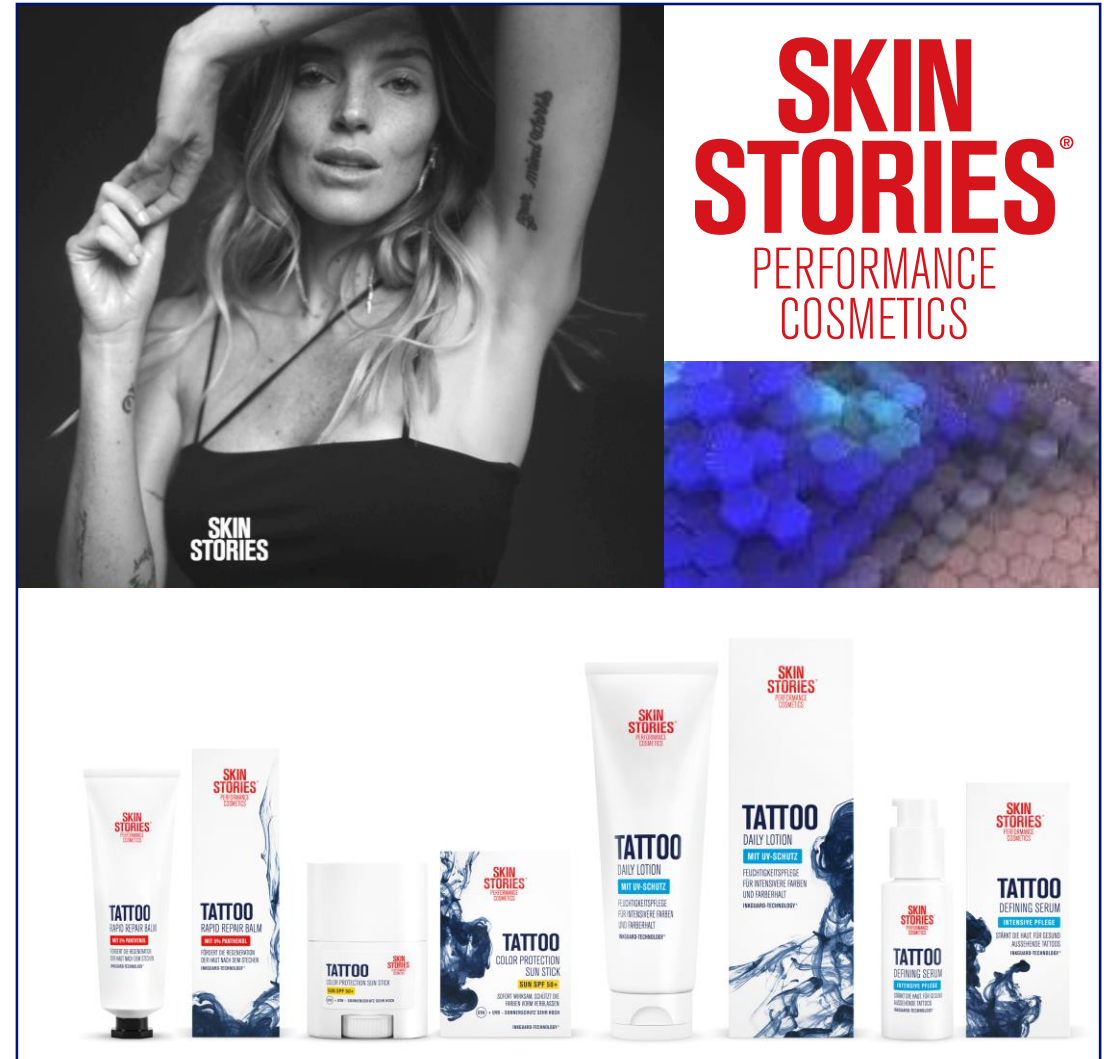
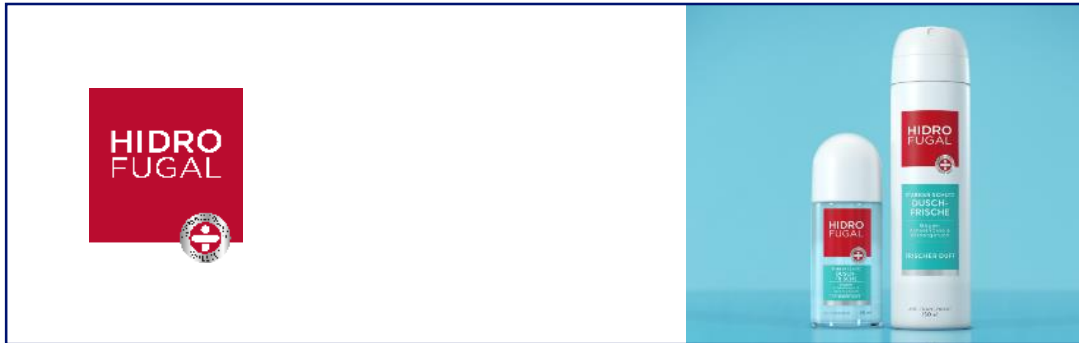
NIVEA
HYALURON CELLULAR FILLER
+ELASTICITY-RESHAPE
DAY CREAM SPF30
Cell-activating formula with Hyaluron, Collagen & Elastin Booster

Monica Bellucci



UNLOCK WHITE SPOTS – OSCAR&PAUL®

C.A.R.E.+



UNLOCK WHITE SPOTS – NATURAL COSMETICS



— CONSUMER CONNECTION THROUGH DIGITALIZATION

BE VISIBLE 

**Digital
Marketing Budget**

+25%

BE SHOPPABLE 

**eCommerce
Net Sales**

+23%

BE LOVABLE 

**Social Media User
Engagement**

+130%

Note: Compared to previous year for NIVEA. Digital Marketing Budget relative to overall marketing expenses. Social Media User Engagement in Europe. eCommerce for Consumer.

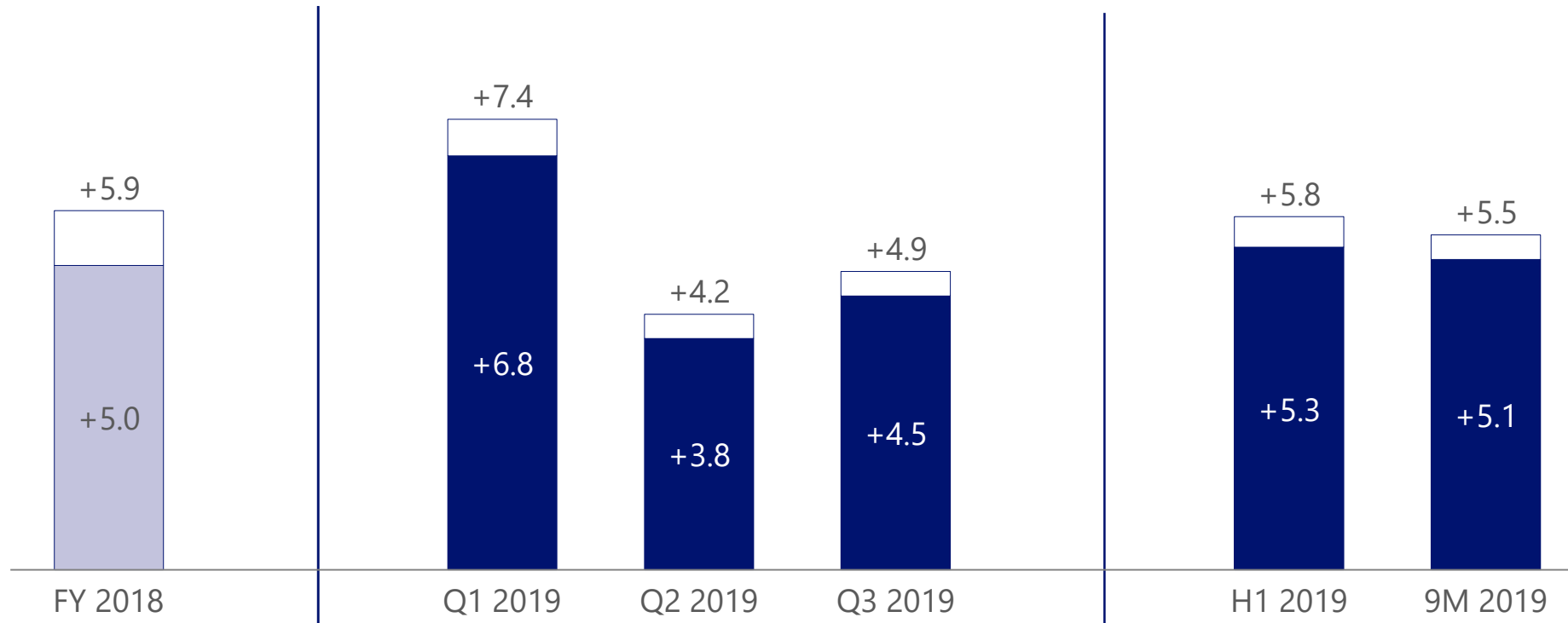
GROUP – SALES RESULTS



	SALES JAN. – SEPT. 2018	SALES JAN. – SEPT. 2019	NOMINAL GROWTH	ORGANIC GROWTH
	€ MILLION	€ MILLION		
CONSUMER	4,395	4,683	+6.6%	+5.1%
TESA	1,007	1,042	+3.4%	+1.2%
GROUP	5,402	5,725	+6.0%	+4.3%

CONSUMER – GROWTH


ORGANIC SALES GROWTH IN %



Note: Consumer organic sales growth if sales in Argentina had been calculated at constant FX rates.

CONSUMER – BRANDS

C.A.R.E.+

	NIVEA	DERMA	HEALTHCARE	LA PRAIRIE
				
Q3 2019	+2.7%	+10.7%	+5.2%	+14.0%
9M 2019	+3.0%	+7.5%	+4.2%	+22.7%

CONSUMER – EUROPE

C.A.R.E.+

	SALES JAN. – SEPT. 2018	SALES JAN. – SEPT. 2019	NOMINAL GROWTH	ORGANIC GROWTH
	€ MILLION	€ MILLION		
WESTERN EUROPE	1,821	1,877	+3.1%	+2.7%
EASTERN EUROPE	432	443	+2.5%	+2.6%
EUROPE	2,253	2,320	+3.0%	+2.7%

- GERMANY AND AUSTRIA POSITIVE; FRANCE AND UK CHALLENGING
- LA PRAIRIE CONTINUED TO BE A SIGNIFICANT GROWTH CONTRIBUTOR
- IMPROVED PERFORMANCE IN POLAND IN A CHALLENGING RETAIL ENVIRONMENT

CONSUMER – AMERICAS



	SALES JAN. – SEPT. 2018	SALES JAN. – SEPT. 2019	NOMINAL GROWTH	ORGANIC GROWTH
	€ MILLION	€ MILLION		
NORTH AMERICA	316	343	+8.6%	+2.1%
LATIN AMERICA	438	473	+8.0%	+7.6%
AMERICAS	754	816	+8.3%	+5.3%

- NORTH AMERICA UP WITH A STRONG PERFORMANCE OF EUCERIN AND AQUAPHOR
- BRAZIL & MEXICO STRONG REBOUND IN LATIN AMERICA
- ARGENTINA DILUTIVE ON GROWTH DUE TO FX

Organic sales growth if sales in Argentina had been calculated at constant FX rates: Latin America +12.4%, Americas +8.1%

CONSUMER – AFRICA/ASIA/AUSTRALIA

C.A.R.E.+

	SALES JAN. – SEPT. 2018	SALES JAN. – SEPT. 2019	NOMINAL GROWTH	ORGANIC GROWTH
	€ MILLION	€ MILLION		
AFRICA/ASIA/AUSTRALIA	1,388	1,547	+11.5%	+8.8%

- LA PRAIRIE CONTINUED DOUBLE-DIGIT GROWTH DESPITE THE DISRUPTIONS IN HONG KONG
- CONTINUED STRONG PERFORMANCE IN INDIA, JAPAN, THAILAND, MALAYSIA, TURKEY, AND SOUTH AFRICA
- WEAK PERFORMANCE OF NIVEA IN CHINA

TESA – GROWTH



ORGANIC GROWTH

DIRECT INDUSTRIES

+0.4%

AUTOMOTIVE
ELECTRONICS
PRINT AND PAPER
BUILDING SUPPLY

TRADE MARKETS

+2.8%

CONSUMER & CRAFTSMEN
GENERAL INDUSTRIAL MARKETS

TESA TOTAL

+1.2%

— GUIDANCE 2019

C.A.R.E.+

CONSUMER

- SALES GROWTH 4-5%
- EBIT MARGIN 14-14.5%



TESA

- SALES GROWTH 1-2%
- EBIT MARGIN SLIGHTLY BELOW PREVIOUS YEAR



TOTAL GROUP

- SALES GROWTH 3-5%
- EBIT MARGIN AROUND 14.5%
- PAT MARGIN SLIGHTLY BELOW PREVIOUS YEAR

2018 DATA FOR REFERENCE (EXCLUDING SPECIAL FACTORS):

- CONSUMER EBIT 15.3%
- TESA EBIT 15.7%
- GROUP EBIT 15.4%
- GROUP PROFIT AFTER TAX MARGIN 10.5%

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

Q&A



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