



Beiersdorf

RESULTS 9M 2015

November 4, 2015

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KEY FIGURES – GROUP

	Jan. – Sep. 2014	Jan. – Sep. 2015	Change	
	mill. €	mill. €	<i>nominal</i> in %	<i>like-for-like</i> in %
Sales	4,716	5,035	6.8	2.7
EBIT	608	750		
Profit after Tax	423	514		
Earnings per Share in €	1.84	2.24		
EBIT*	671	750		
Profit after Tax*	465	514		
EBIT Margin*	14.2%	14.9%		
Profit after Tax Margin*	9.9%	10.2%		
Earnings per Share in €*	2.02	2.24		

* Excluding special factors.

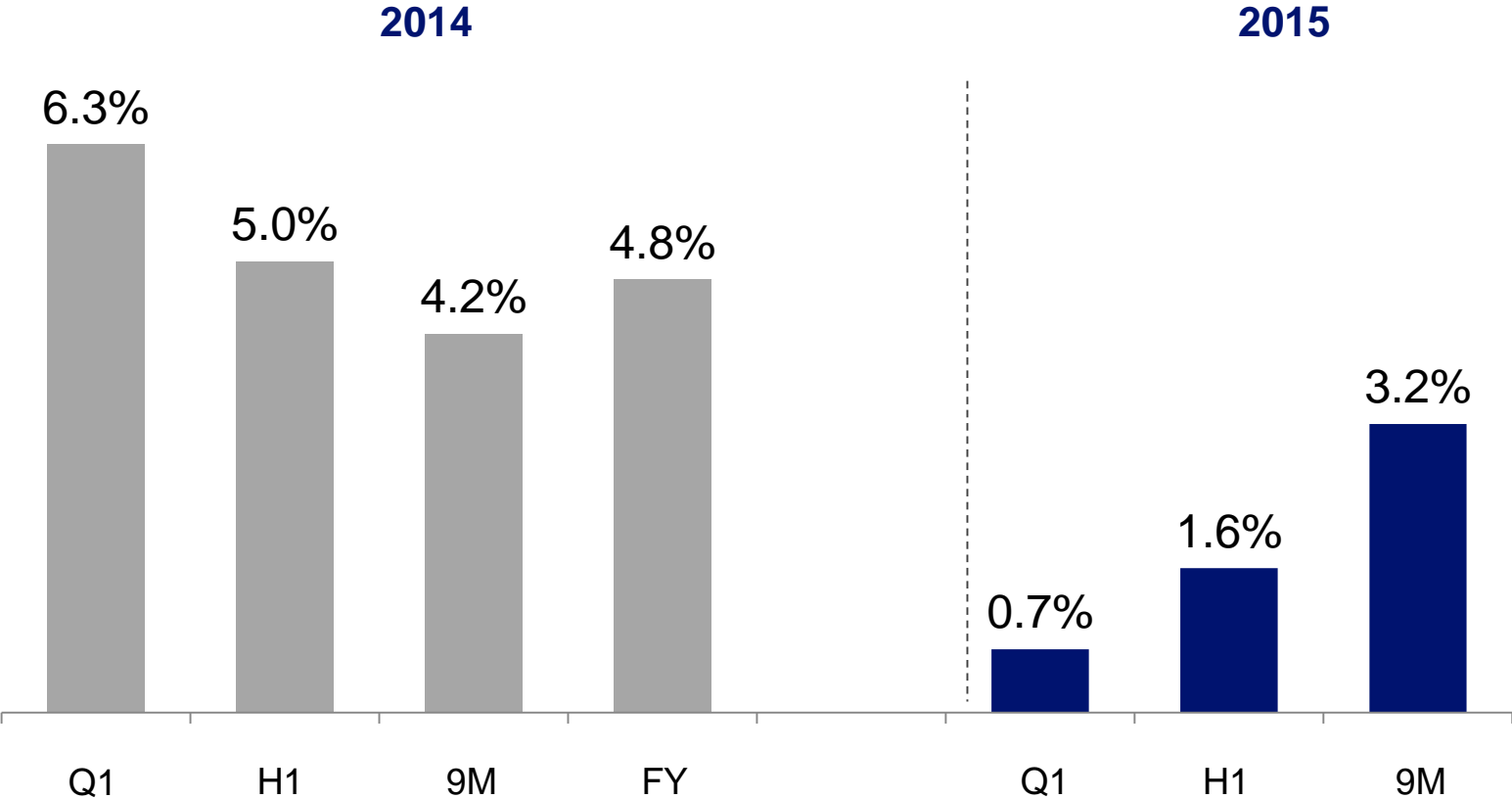
KEY FIGURES – tesa

	Jan. – Sep. 2014	Jan. – Sep. 2015	Change	
	mill. €	mill. €	<i>nominal</i> in %	<i>like-for-like</i> in %
Sales	811	863	6.5	0.3
EBIT*	142	148		
EBIT Margin*	17.5%	17.2%		

* Excluding special factors.

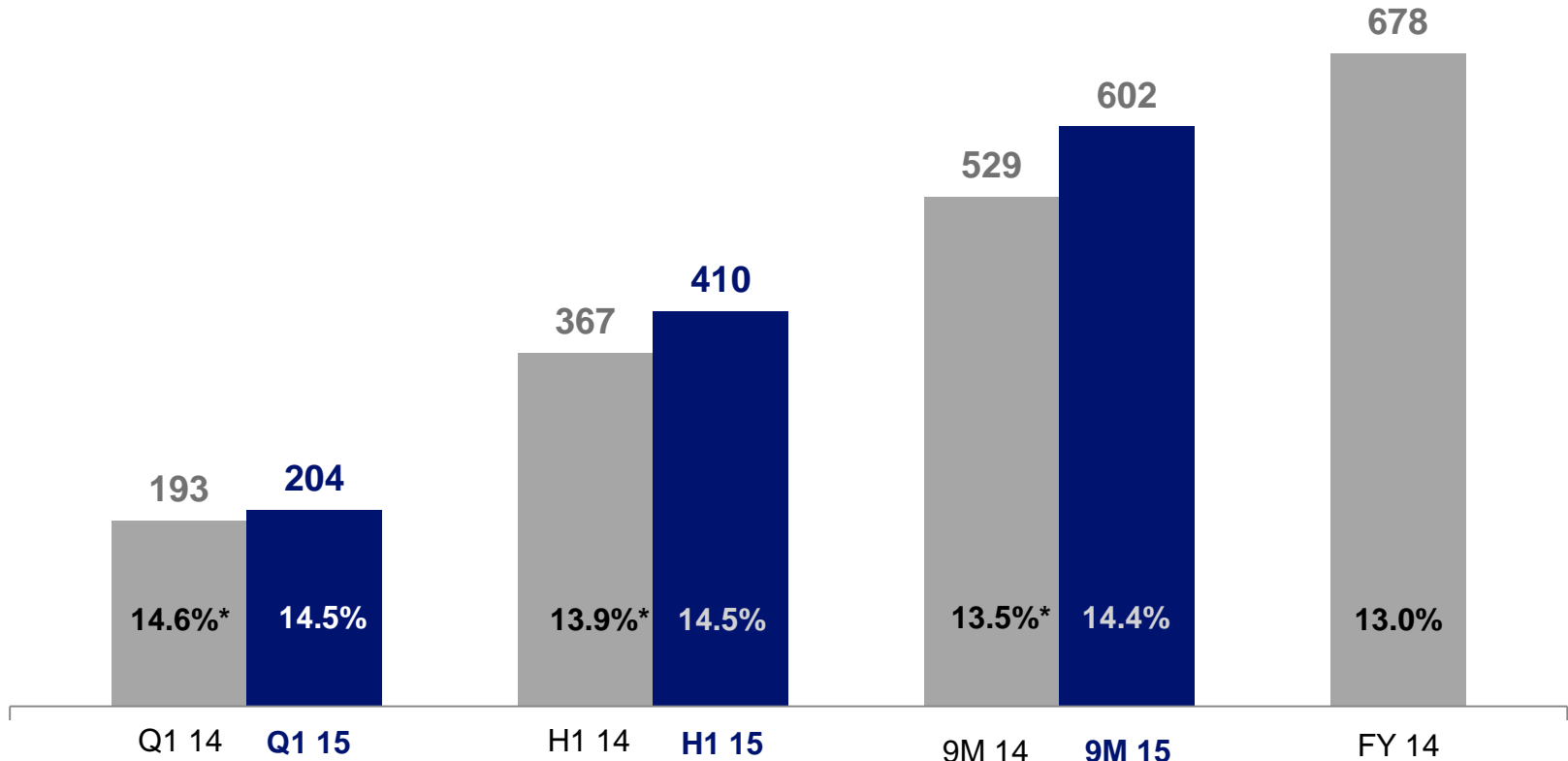
CONSUMER SALES GROWTH

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



CONSUMER EBIT

(in mill. € / % of sales)



EBIT figures excluding special factors

*Including non-recurring income of €10 million from the sale of real estate

CONSUMER SALES PER REGION

	Jan. – Sep. 2014	Jan. – Sep. 2015	Change		Allocation
	mill. €	mill. €	<i>nominal</i> in %	<i>like-for-like</i> in %	in %
Western Europe	1,733	1,762	1.7	-0.4	42.2
Eastern Europe	418	400	-4.4	7.3	9.6
North America	248	308	24.5	4.5	7.4
Latin America	445	484	8.6	13.0	11.6
A/A/A	1,061	1,218	14.8	2.9	29.2
Total Consumer	3,905	4,172	6.8	3.2	

BLUE AGENDA

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Blue Agenda

We will be the No. 1 Skin Care company in our relevant categories and markets.

- We Are Skin Care
- Closest to Markets

We are small and act with maximum focus, speed and efficiency.

- Fast & Flexible
- Lean & Efficient

We combine leading brands, big innovations and world-class advertising.

- Leading Brands
- Big Innovations
- World-Class Advertising
- Shopper Connectivity

We are Beiersdorf ... we are unique!

- One Team
- Top Talent
- Values & Culture



KEY DRIVERS

- Brand
- Innovation
- Markets
- People

BRAND



GUIDANCE 2015

Sales development on a like-for-like basis
Profit development on an operative basis

Consumer

- Sales growth 3-4%
- EBIT margin significantly above previous year



tesa

- Sales at last year's level
- EBIT margin similar to last year's level



Total Group

- Sales growth 3-4%
- EBIT margin significantly above previous year
- PAT margin significantly above previous year

2014 data for reference*:

- Consumer EBIT 13.0%
- tesa EBIT 17.0%
- Group EBIT 13.7%
- Group Profit After Tax 9.2%

* Excluding special factors

Questions and Answers

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