Beiersdorf
RESULTS Q1 2016
May 4, 2016
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## SALES FIGURES – GROUP, CONSUMER, tesa

<table>
<thead>
<tr>
<th></th>
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</thead>
<tbody>
<tr>
<td></td>
<td>mill. €</td>
<td>mill. €</td>
<td>nominal</td>
</tr>
<tr>
<td><strong>Sales Consumer</strong></td>
<td>1,411</td>
<td>1,396</td>
<td>-1.1</td>
</tr>
<tr>
<td><strong>Sales tesa</strong></td>
<td>295</td>
<td>277</td>
<td>-5.9</td>
</tr>
<tr>
<td><strong>Sales Group</strong></td>
<td>1,706</td>
<td>1,673</td>
<td>-1.9</td>
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</table>
CONSUMER SALES GROWTH*

* Sales Growth in % on an organic basis

<table>
<thead>
<tr>
<th>Year</th>
<th>Q1</th>
<th>H1</th>
<th>9M</th>
<th>FY</th>
<th>Q1</th>
</tr>
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<tbody>
<tr>
<td>2015</td>
<td>0.7%</td>
<td>1.6%</td>
<td>3.2%</td>
<td>3.6%</td>
<td>3.6%</td>
</tr>
<tr>
<td>2016</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>3.6%</td>
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## CONSUMER SALES PER REGION

<table>
<thead>
<tr>
<th></th>
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</thead>
<tbody>
<tr>
<td></td>
<td>mill. €</td>
<td>mill. €</td>
<td>nominal in %</td>
</tr>
<tr>
<td>Europe</td>
<td>717</td>
<td>720</td>
<td>0.5</td>
</tr>
<tr>
<td>Western Europe</td>
<td>587</td>
<td>593</td>
<td>0.9</td>
</tr>
<tr>
<td>Eastern Europe</td>
<td>130</td>
<td>127</td>
<td>-1.5</td>
</tr>
<tr>
<td>Americas</td>
<td>272</td>
<td>247</td>
<td>-9.6</td>
</tr>
<tr>
<td>North America</td>
<td>119</td>
<td>114</td>
<td>-4.7</td>
</tr>
<tr>
<td>Latin America</td>
<td>153</td>
<td>133</td>
<td>-13.3</td>
</tr>
<tr>
<td>Africa/Asia/Australia</td>
<td>422</td>
<td>429</td>
<td>1.8</td>
</tr>
<tr>
<td><strong>Total Consumer</strong></td>
<td><strong>1,411</strong></td>
<td><strong>1,396</strong></td>
<td><strong>-1.1</strong></td>
</tr>
</tbody>
</table>
**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

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**KEY DRIVERS**

- **Brand**
- **Innovation**
- **Markets**
- **People**

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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
INNOVATION

MEN Creme

Care Creme

Protect & Care
GUIDANCE 2016

2015 data for reference (excluding special factors):
- Consumer EBIT 13.9%
- tesa EBIT 16.8%
- Group EBIT 14.4%
- Group Profit After Tax Margin 10.0%

Consumer
- Sales growth 3-4%
- EBIT margin slightly above previous year

tesa
- Sales growth slightly above previous year
- EBIT margin slightly below previous year

Total Group
- Sales growth 3-4%
- EBIT margin slightly above previous year
- PAT margin slightly above previous year

Sales development on an organic basis
Profit development on an operative basis
Questions and Answers
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