### Sales Development

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</thead>
<tbody>
<tr>
<td><strong>Sales Consumer</strong></td>
<td>4,336</td>
<td>4,395</td>
<td></td>
<td>1.4</td>
<td>5.6</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Sales tesa</strong></td>
<td>945</td>
<td>1,007</td>
<td></td>
<td>6.6</td>
<td>7.8</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Sales Group</strong></td>
<td>5,281</td>
<td>5,402</td>
<td></td>
<td>2.3</td>
<td>6.0</td>
<td></td>
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</tr>
</tbody>
</table>
CONSUMER – BRANDS

NIVEA

DERMA

HEALTHCARE

LA PRAIRIE

+2.7%

+6.3%

-1.3%

+46.7%
## CONSUMER – REGIONS

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<tr>
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<tbody>
<tr>
<td></td>
<td>mill. €</td>
<td>mill. €</td>
<td>nominal in %</td>
</tr>
<tr>
<td>Europe</td>
<td>2,185</td>
<td>2,253</td>
<td>3.1</td>
</tr>
<tr>
<td>Western Europe</td>
<td>1,756</td>
<td>1,821</td>
<td>3.7</td>
</tr>
<tr>
<td>Eastern Europe</td>
<td>429</td>
<td>432</td>
<td>0.7</td>
</tr>
<tr>
<td>Americas</td>
<td>813</td>
<td>754</td>
<td>-7.2</td>
</tr>
<tr>
<td>North America</td>
<td>311</td>
<td>316</td>
<td>1.7</td>
</tr>
<tr>
<td>Latin America</td>
<td>502</td>
<td>438</td>
<td>-12.8</td>
</tr>
<tr>
<td>Africa/Asia/Australia</td>
<td>1,338</td>
<td>1,388</td>
<td>3.7</td>
</tr>
<tr>
<td><strong>Total Consumer</strong></td>
<td><strong>4,336</strong></td>
<td><strong>4,395</strong></td>
<td><strong>1.4</strong></td>
</tr>
</tbody>
</table>
THE SUCCESS MODEL

BRANDS

INNOVATIONS

MARKETS

EFFICIENCY

>50%

GROWTH

EFFICIENCY

BLUE & BEYOND

DIGITAL ACCELERATION

Quarterly Statement Jan-Sept 2018
October 30th, 2018 | Page 5
GUIDANCE 2018

Consumer
- Sales growth around 5%
- EBIT margin slightly above previous year

tesa
- Sales growth 5-6%
- EBIT margin slightly below previous year

Total Group
- Sales growth around 5%
- EBIT margin at the same level as previous year
- PAT margin significantly above previous year

FY 2017 data for reference:
- Consumer EBIT 15.2%
- tesa EBIT 16.5%
- Group EBIT 15.4%
- Group Profit After Tax Margin 9.8%

Note: Sales development on an organic basis – profit development on an operating basis, for tesa from ongoing operations
Questions and Answers
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