



Eucerin®



la prairie
SWITZERLAND



Beiersdorf

2018 PRELIMINARY GROUP RESULTS (SALES)

January 17th, 2019

SALES DEVELOPMENT

	Jan. – Dec. 2017	Jan. – Dec. 2018	Change	
	mill. €	mill. €	<i>nominal</i> in %	<i>organic</i> in %
Sales Consumer	5,799	5,890	1.6	5.0
Sales tesa	1,257	1,343	6.8	6.8
Sales Group	7,056	7,233	2.5	5.4

CONSUMER – REGIONS

	Jan. – Dec. 2017	Jan. – Dec. 2018	Change	
	mill. €	mill. €	<i>nominal</i> in %	<i>organic</i> in %
Europe	2,861	2,941	2.8	4.2
Western Europe	2,280	2,354	3.2	3.9
Eastern Europe	581	587	1.1	5.3
Americas*	1,117	1,051	-5.9	1.1
North America	427	442	3.4	7.3
Latin America*	690	609	-11.7	-2.8
Africa/Asia/Australia	1,821	1,898	4.2	8.6
Total Consumer*	5,799	5,890	1.6	5.0

* Organic sales growth if sales in Argentina had been calculated at constant FX rates:

- Latin America: +4.0%
- Americas: +5.3%
- Consumer: +5.9%

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