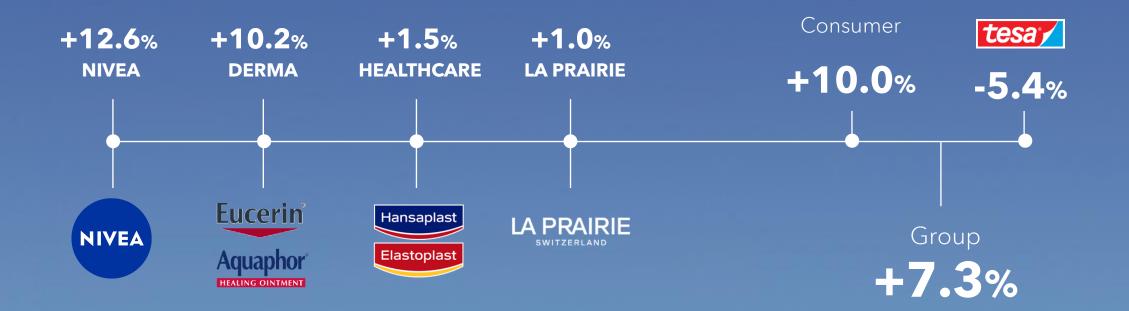
Q1 RESULTS
2024

Beiersdorf

Hamburg, April 16, 2024 Vincent Warnery, Astrid Hermann REVIEW Q1 2024

CONSUMER WITH STRONG START LUXURY SEGMENT BACK TO GROWTH



Page 2 April 16th, 2024 | Beiersdorf | Q1 Results 2024 Organic sales growth; NIVEA includes Labelle

REVIEW Q1 2024 - NIVEA

EUROPE AND EMERGING MARKETS NIVEA LEADS THE WAY

+13%

EU

Sales Growth +12.6% (s) 50% Price 50% Volume

+14%

EM

REVIEW Q1 2024 - NIVEA

WIN WITH SKIN CARE **FACE CARE** +12% **SUN** NIVEA +23% NIVEA NIVEA UV FACE Anti-Wrink Shine Control UV FACE TO GO Aattifying Effec Shine Control WRINKLE FILLER 50 5% ACTIVE COMP Sales development on an organic basis

Doubling Q1 vs. PY

Luminous630 - Superior Growth

CC FLUIDE FERS

REVIEW Q1 2024 - DERMA

DOUBLE-DIGIT GROWTH DERMA

SUN Q1 +36%

Page 5 April 16th, 2024 | Beiersdorf | Q1 Results 2024

COMING SOON TURNING BACK THE SKIN'S "AGE CLOCK"

WHITE SPACE Eucerin **Eucerin EXPANSION** SUN PROTECTION TINTED-**GE DEFENSE Eucerin Eucerin**[®] Eucerin SUN PROTECTIO 5 50⁺ AGE DEFENS SUN GEL - CREAM IGHT 50 MEDICAL SKINCARE 5 AOX SHIELD SUN GEL - CREAM 5 ADD SHALL AFDICAL SKINCAR

Sales development on an organic basis

FACE US

REVIEW Q1 2024 - LUXURY

TURNAROUND



CHINA gaining momentum Q1 +14%



Destocking: Finished in Q1





01 - 202ENANCIAIS

KEY FIGURES Q1 2024

GROUP

	2023 January - March	2024 January - March	Change	
	in € million	in € million	Nominal	Organic
Consumer	2,057	2,207	+7.3%	+10.0%
tesa	424	397	-6.5%	-5.4%
Group	2,481	2,604	+5.0%	+7.3%

KEY FIGURES Q1 2024

CONSUMER REGIONS

Organic Sales Growth

North America +**1.4%** 279

Americas +6.2% 615

Latin America +**10.6%** 336

Africa, Asia & Australia **+12.4%** 620

Eastern

Europe

+12.4%

Europe +10.7% 972

Western

Europe

+10.3%

768





The future of the industry: Human Machine Interfaces



Structural bonding in an entirely new light



Challenging Q1

Slowdown in **Asia** and **North-America** in **Electronics** and **Electrical Systems**

Confident for Full Year 2024 on the back of great innovations - **Guidance confirmed**



OUTLOOK

GUIDANCE 2024

Consumer

- Organic sales growth 6-8%
- EBIT margin +50bps vs previous year

tesa

- Organic sales growth 2-5%
- EBIT margin at previous year's level

Total Group

- Organic sales growth 6-8%
- EBIT margin slightly above previous year's level

2023 data for reference (excluding special factors): Consumer EBIT 12.9% tesa EBIT 16.0% Group EBIT 13.4%

pecial factors)

Assumptions

- NIVEA's momentum to continue
- Luxury to accelerate in H2/24
- North America to return to stronger growth



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