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Q1 2025 RESULTS

Hamburg, April 15, 2025
Astrid Hermann, Vincent Warnery

Q1 2025 MEETS EXPECTATIONS
ON TRACK TO REACH FY GUIDANCE

STRONG DERMA
OUTPERFORMANCE CONTINUES

SETTING THE FOUNDATION
FOR FUTURE SUCCESS IN CHINA

INNOVATION & WHITE SPACES
CONTINUE TO FUEL GROWTH

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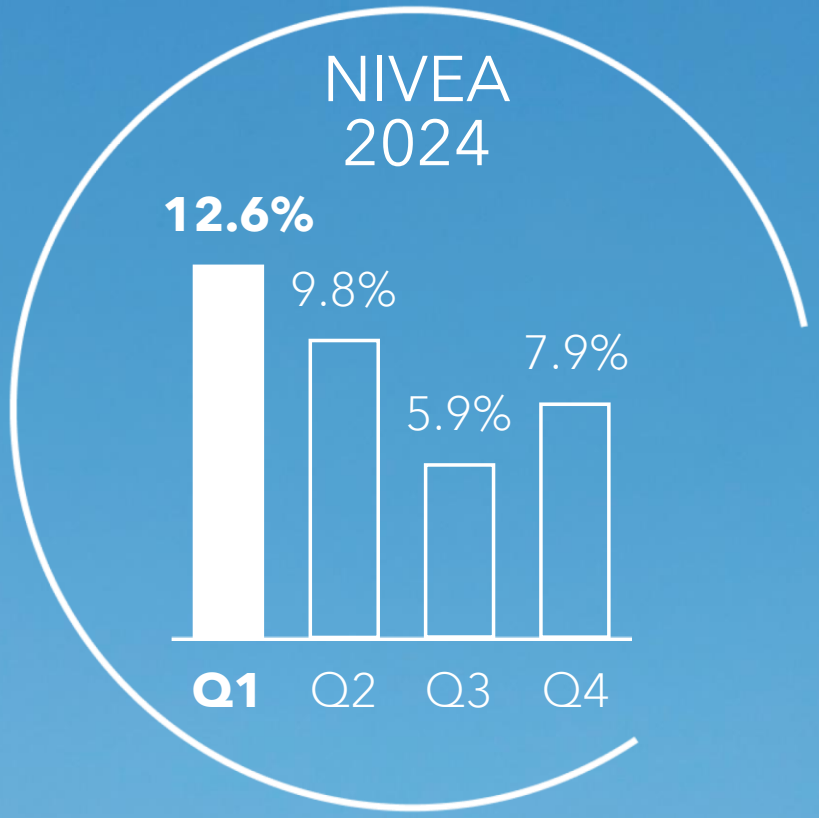
FIRST QUARTER AS EXPECTED
FULL YEAR GUIDANCE MAINTAINED

Q1 2025

NIVEA	DERMA	HEALTHCARE	LA PRAIRIE	CONSUMER	GROUP	TESA
+2.5%	+11.4%	+10.8%	–17.5%	+2.3%	+3.6%	+10.7%

organic sales growth, NIVEA incl. Labello

NIVEA WITH ROBUST GROWTH
TOUGH Q1 2024 COMPARISON



NIVEA
Q1 2025
+2.5%

organic sales growth, NIVEA incl. Labello

WIN CARE Eucerin Aquaphor HEALING OINTMENT

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DERMA OUTPERFORMANCE
IN CORE & WHITE SPACES

NORTH AMERICA
+10.4%

EUROPE
+7.9%

EMERGING MARKETS
+18.5%

Q1 organic sales growth

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FUTURE SUCCESS IN CHINA
SETTING THE FOUNDATION

REFOCUS OF NIVEA IN CHINA

NIVEA

CONSUMER EXCL. GREATER CHINA

+4.0%

Q1 organic sales growth

TRAVEL RETAIL DESTOCKING

LA PRAIRIE
SWITZERLAND

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FUTURE SUCCESS IN CHINA
THIAMIDOL LAUNCH

APPROVAL 2024

PATENTED THIAMIDOL

LAUNCH 2026

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INNOVATION & WHITE SPACES

CHANTECAILLE

+15.9%

PATENTED THIAMIDOL

NIVEA INDIA

+31.9%

FACE USA

+37.2%

EPICELLINE REPURCHASE RATE

2x

VS. TOP COMPETITOR

Q1 organic sales growth

WIN CARE

INNOVATION & WHITE SPACES

NEXT GENERATION PLASTERS

Q1

+10.8%

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Q1 2025 FINANCIALS

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GROUP NET SALES

	2024 JAN. - MAR.	2025 JAN. - MAR.	GROWTH RATE	
	IN € MILLION	IN € MILLION	NOMINAL	ORGANIC
CONSUMER	2,207	2,250	+1.9%	+2.3%
TESA	397	441	+11.2%	+10.7%
GROUP	2,604	2,691	+3.3%	+3.6%

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CONSUMER REGIONS

Europe
+1.7%
995

North America
+3.0%
294

Western Europe
+2.1%
788

Eastern Europe
+0.3%
207

Americas
+3.7%
614

Latin America
+4.3%
320

Africa, Asia & Australia
+1.9%
641

Q1 organic sales growth, nominal sales in € million

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tesa

TESA

Q1

+10.7%

organic sales growth

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AUTOMOTIVE
CHALLENGING ENVIRONMENT

ELECTRONICS
GOOD MOMENTUM

CONSUMER
SLOWING MARKET

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GUIDANCE 2025

CONSUMER

Organic sales growth 4-6%

EBIT margin +50bps vs. previous year

2024 data for reference (excluding special factors):

Consumer EBIT margin 13.4%
tesa EBIT margin 16.3%
Group EBIT margin 13.9%

TESA

Organic sales growth 1-3%

EBIT margin around 16%

TOTAL GROUP

Organic sales growth 4-6%
EBIT margin slightly above previous year's level

THANK
YOU
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