

9M 2025 RESULTS

Hamburg, October 23, 2025
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WIN
CARE



DERMA OUTPERFORMANCE
CONTINUES

Beiersdorf

MAJOR NIVEA LAUNCHES
KICKED-OFF IN SEPTEMBER



NIVEA CORE
REBALANCING INITIATED



LA PRAIRIE
BACK TO GROWTH

GRADUAL IMPROVEMENT IN CHALLENGING MARKETS

SKIN CARE

+ **4.0** %

CONSUMER

+ **2.1** %

GROUP

+ **1.7** %

Q3 2025

NIVEA

- **0.4** %

DERMA

+ **12.4** %

HEALTHCARE

+ **9.8** %

LA PRAIRIE

+ **1.6** %

TESA

+ **0.0** %

NIVEA

Eucerin

Aquaphor
HEALING OINTMENT

Hansaplast

Elastoplast

LA PRAIRIE
SWITZERLAND

tesa

organic sales growth, NIVEA incl. Labello

DERMA DOUBLE DIGIT TRACK RECORD CONTINUES

Q3 2025

+12.4%



YTD Aug 2025

organic sales growth



Beiersdorf

INNOVATION DRIVEN GROWTH BREAKTHROUGH & RELAUNCHES



EPICELLINE
ROLL-OUT



THIAMIDOL
CHINA EXPANSION

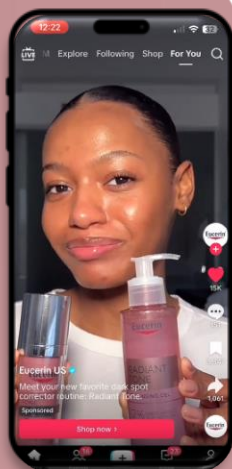


DERMOPURE
RELAUNCH

OUTSTANDING GROWTH ACROSS REGIONS

NORTH
AMERICA
EUCERIN FACE

+56%



EUROPE

+10%



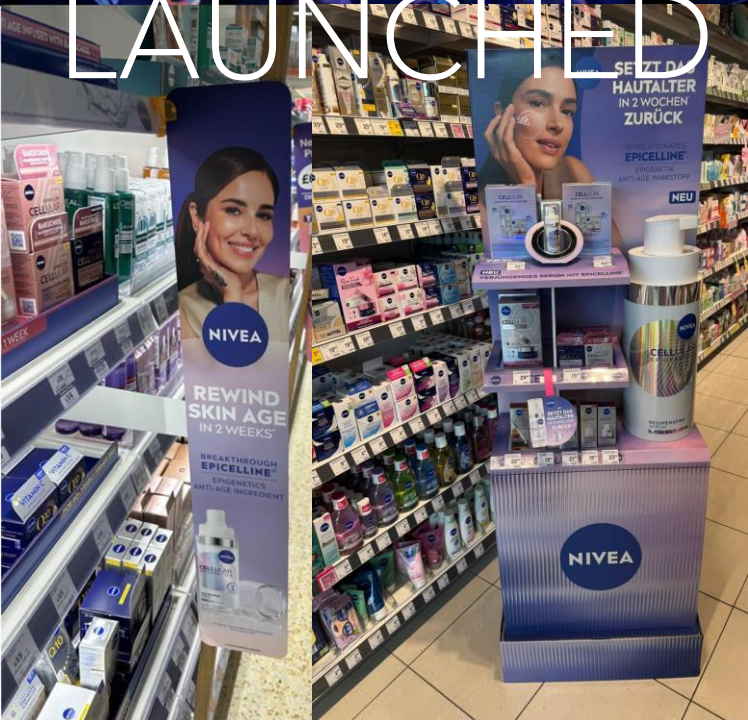
NORTH EAST
ASIA

+86%





NIVEA EPIGENETICS SERUM LAUNCHED IN SEPTEMBER



WIN
CARE

NIVEA

NIVEA INNOVATIONS OFF TO A GOOD START

Beiersdorf

No.1
FACE CARE
PRODUCT



Market position in initial weeks post launch in key European markets

NIVEA INNOVATIONS OFF TO A GOOD START



NIVEA
SEP 2025
+7.8%

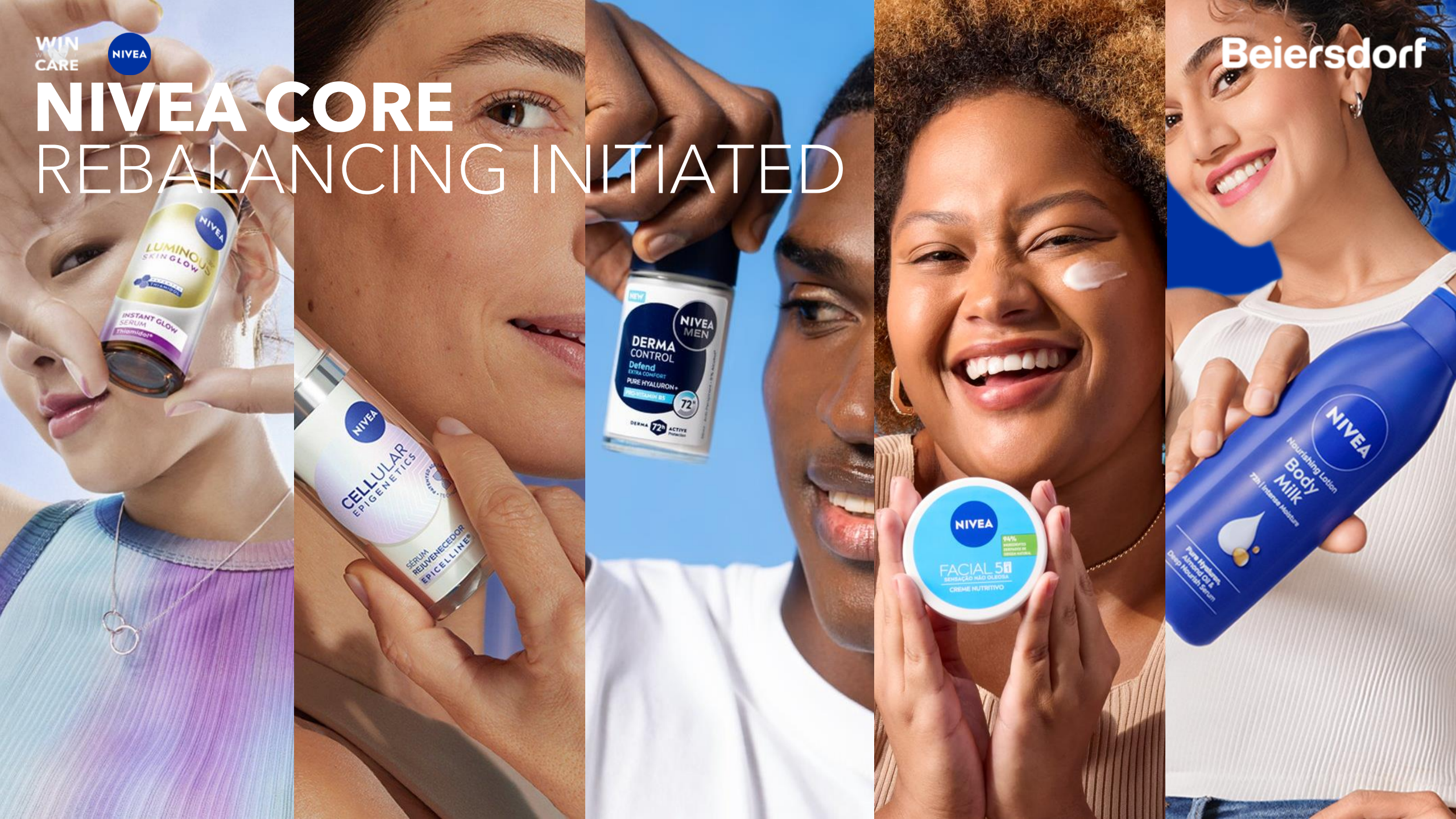
organic sales growth



WIN
CARE

NIVEA

NIVEA CORE REBALANCING INITIATED



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FUTURE SUCCESS IN CHINA

REFOCUS COMPLETED

NIVEA CHINA



Q1 2025



Q2 2025



Q3 2025

Q4 2025





LA PRAIRIE
SWITZERLAND

LA PRAIRIE BACK TO GROWTH

GLOBAL
Q3

+1.6%



CHINA
Q3

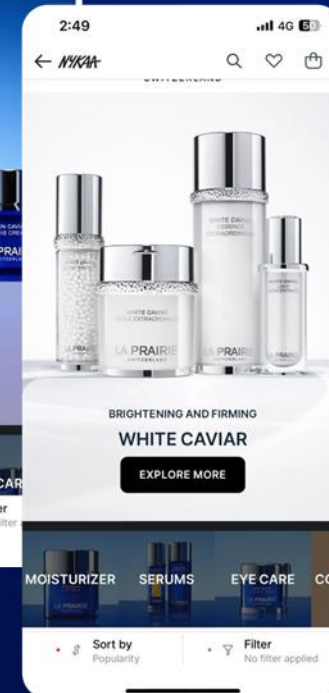
+3%



INDIA
LAUNCH



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organic sales growth

E-COM ACCELERATING GROWTH

GLOBAL MARKET SHARE GAINS



9M
+16.6%

Q3
+19.2%

Consumer e-commerce organic sales growth

TESA ON TRACK

ELECTRONICS STRONG

9M
+2.0%

Q3
+0.0%

organic sales growth

WIN
CARE



MANAGEMENT CHANGE

NEW CEO

**Dr. Kourosh
Bahrami**



9M 2025 FINANCIALS

GROUP NET SALES

	2024 JAN - SEP IN € MILLION	2025 JAN - SEP IN € MILLION	CHANGE	
			NOMINAL	ORGANIC
CONSUMER	6,261	6,251	-0.2%	+2.0%
TESA	1,289	1,289	+0.0%	+2.0%
GROUP	7,550	7,540	-0.1%	+2.0%

BRANDS

Beiersdorf

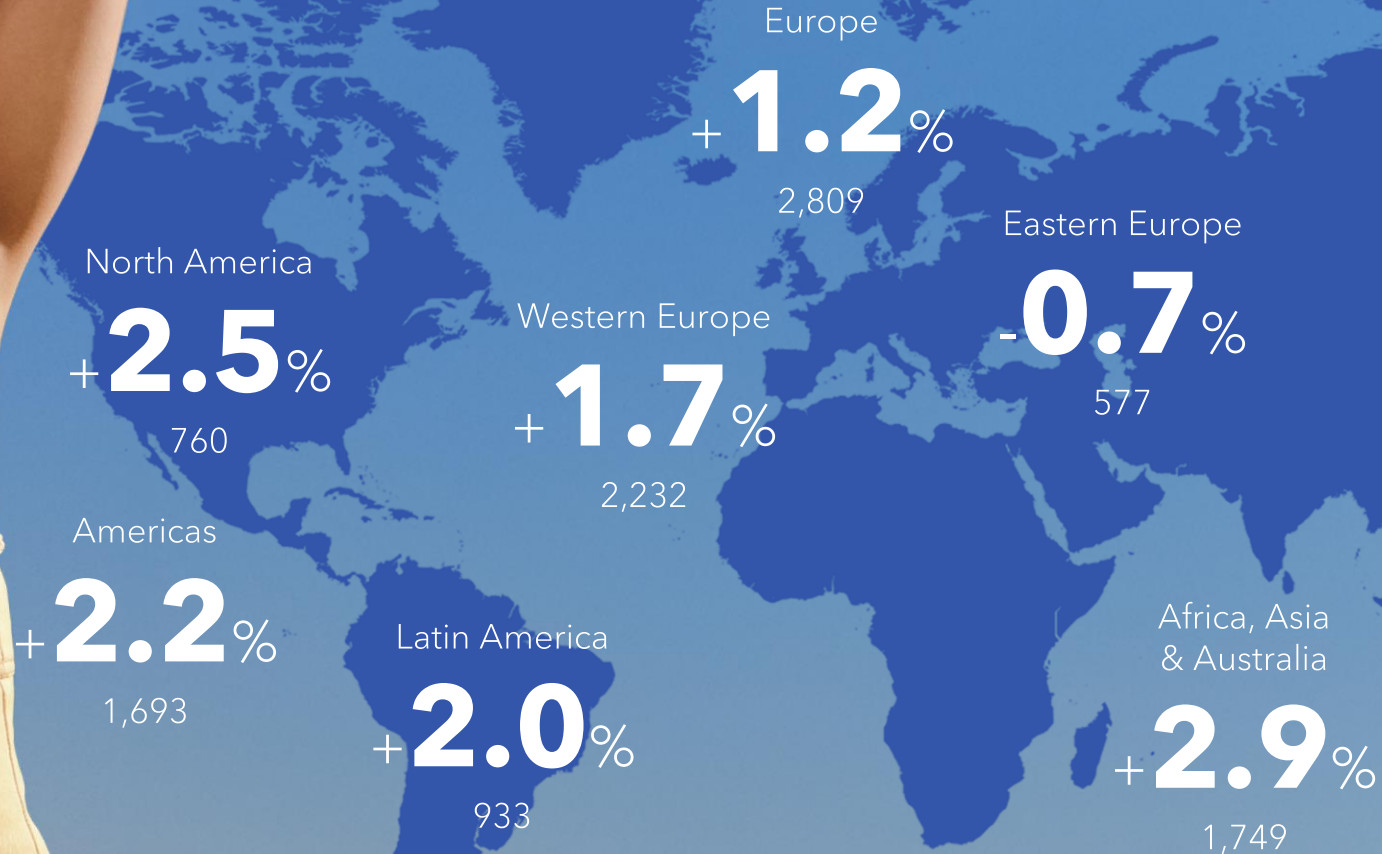
SKIN CARE
+ **3.0%**CONSUMER
+ **2.0%**GROUP
+ **2.0%**

9M 2025

NIVEA
+ **0.6%**DERMA
+ **12.3%**HEALTHCARE
+ **8.8%**LA PRAIRIE
- **7.2%**TESA
+ **2.0%**LA PRAIRIE
SWITZERLAND

organic sales growth, NIVEA incl. Labello

CONSUMER REGIONS



9M organic sales growth, nominal sales in € million

OUTLOOK

GUIDANCE 2025

CONSUMER

Organic sales growth around 2.5%
EBIT margin +20bps vs. previous year

TESA

Organic sales growth 1-3%
EBIT margin around 16%



TOTAL GROUP

Organic sales growth around 2.5%
EBIT margin slightly above previous year's level

2024 data for reference (excluding special factors):

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



THANK
YOU