



# Beiersdorf

## 2015 PRELIMINARY SALES FIGURES

January 14, 2016

# SALES PER BUSINESS SEGMENT

	Jan. – Dec. 2014	Jan. – Dec. 2015	Change	
	mill. €	mill. €	<i>nominal</i> in %	<i>like-for-like</i> in %
Consumer	5,209	5,546	6.5	3.6
tesa	1,076	1,140	5.9	0.4
<b>Total Group</b>	<b>6,285</b>	<b>6,686</b>	<b>6.4</b>	<b>3.0</b>

# CONSUMER SALES PER REGION

	Jan. – Dec. 2014	Jan. – Dec. 2015	Change		Allocation
	mill. €	mill. €	<i>nominal</i> in %	<i>like-for-like</i> in %	in %
Western Europe	2,244	2,281	1.7	-0.3	41.1
Eastern Europe	555	535	-3.5	7.9	9.6
North America	349	426	22.0	3.9	7.7
Latin America	624	650	4.1	10.9	11.7
A/A/A	1,437	1,654	15.1	4.8	29.8
<b>Total Consumer</b>	<b>5,209</b>	<b>5,546</b>	<b>6.5</b>	<b>3.6</b>	<b>100.0</b>

# INVESTOR RELATIONS CONTACT

## **Beiersdorf Website**

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