

# **EQUITY STORY**

**Beiersdorf**

# Beiersdorf

## CONSUMER



FY 2021: 6,129 MIO. €/ 80%

## TESA



1,498 MIO. €/ 20%



# C.A.R.E.+ STRATEGY

C.A.R.E.+

COMPETITIVE+SUSTAINABLE+GROWTH



Eucerin



la prairie  
SWITZERLAND

STRENGTHEN OUR BRANDS BY ENRICHING THEIR PURPOSE

## GROWTH DRIVERS



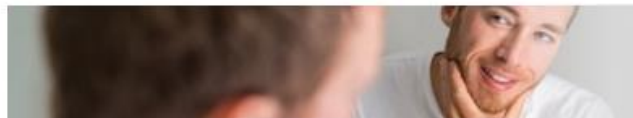
FAST FORWARD DIGITAL  
TRANSFORMATION



WIN WITH SKIN CARE



UNLOCK WHITE SPOT POTENTIAL



FUEL THE GROWTH THROUGH INCREASED PRODUCTIVITY



BUILD ON STRONG FOUNDATIONS:  
CULTURE – CORE VALUES – CAPABILITIES – CARE BEYOND SKIN

A photograph of two young women in a park. One woman is lying down, smiling with her eyes closed, while the other sits behind her, laughing and holding her head. The background is a blurred green field and trees.

# RESULTS 2021/ PRIORITIES **2022**



# ACCELERATE GROWTH WITH SELECTIVE SKIN CARE

# ACCELERATE GROWTH WITH SELECTIVE SKIN CARE

## CHINA / HAINAN EXPANSION



Hainan Mission Hills, Jan 2022

## E-COM ACCELERATION



## CLIENT DATA CAPTURE





# ACCELERATE GROWTH WITH SELECTIVE SKIN CARE



CHANTECAILLE

WILD ABOUT NATURE

♥ PRIORITIES 2022

# REINVENT NIVEA AS GLOBAL SKIN CARE BRAND



2021

Full global roll-out  
in 38 countries

#1 Anti-Spot Serum  
in Europe

Boosting historical  
NIVEA face growth



REINVENT NIVEA AS GLOBAL SKIN CARE BRAND C.A.R.E.+

**EXPAND LEADERSHIP POSITION**

AMBITION:

**DOUBLING THE BUSINESS**



**LUMINOUS 630®  
PATENTED**

**Beiersdorf**

# LEVERAGING DIGITAL CAPABILITIES

## Precision marketing

### THIRD PARTY DATA BASED ON CONSUMER BEHAVIOR



SUN



YOUNG MOTHERS



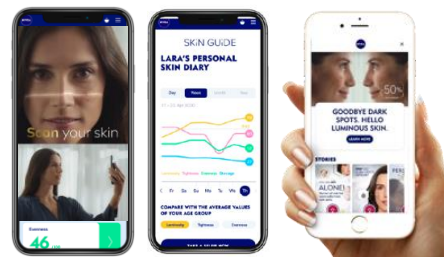
MENO PAUSE



OLDER AGE GROUP



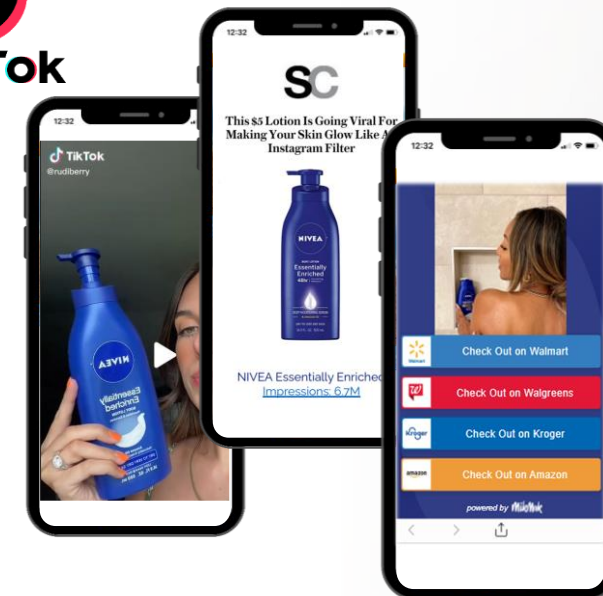
### DATA FROM NIVEA SKINGUIDE & WEBSITE VISITS



### INDIVIDUAL MESSAGES AND ROUTINES



## New platforms, data & technology



MikMak



2021

REINVENT NIVEA AS GLOBAL SKIN CARE BRAND

C.A.R.E.+

## IMPLEMENTING SUSTAINABILITY IN OUR PRODUCTS

First 100%  
climate neutralized  
products

First 100% recycled  
aluminium cans

Climate friendly  
valve-system



**100%** climate  
neutralized  
**100%** natural  
jojoba oil  
**Vegan** formula



♥ PRIORITIES 2022

# **EMPOWER IMPACTFUL SKIN CARE INNOVATIONS**



# ACCELERATE INNOVATIONS BY ENHANCING R&D CAPABILITIES

Innovation Center New Jersey  
Focus: Sun & Body



Innovation Center Hamburg  
Focus: Skin Care Research &  
Technology



Innovation Center Shanghai  
Focus: Skin Care (Asia)



2021

Strong innovation  
performance

Winning market shares –  
first time in 12 years

Double digit  
net sales growth



STRONG INNOVATION POWER

# GAINING MOMENTUM IN 2022: PORTFOLIO UPGRADE

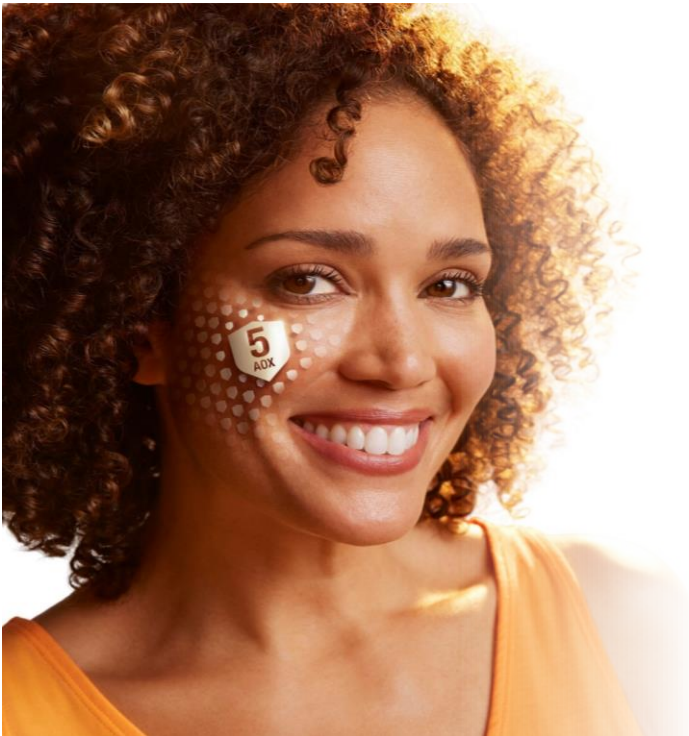
C.A.R.E+





# COVERING WHITE SPOTS: EUCERIN SUN U.S. LAUNCH

Advanced Sun Protection  
**for individual skin needs**  
to support skin health



# THE FUTURE OF CHINA IS FACE CARE



Lifting the **synergies** of  
Beiersdorf's face care  
portfolio



TMALL INNOVATION CENTER



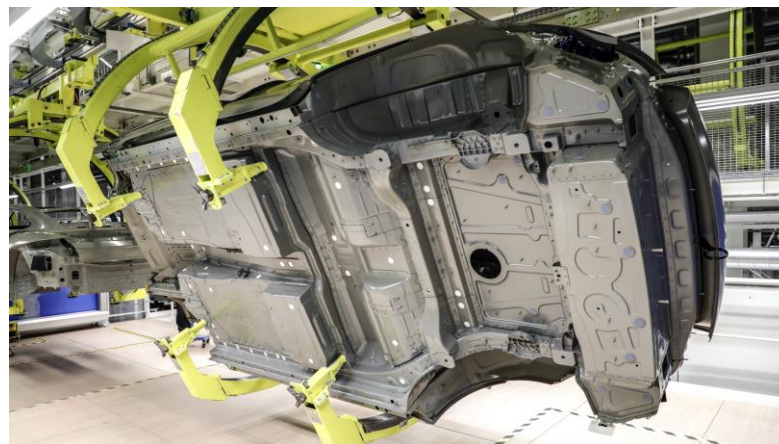
Accelerate **innovation**  
**development agility** by  
extending partnerships





# CONTINUING THE SUCCESS STORY

## Focus Areas



# GUIDANCE FY 2022

## Consumer

- Organic sales growth mid-single digit
- EBIT margin slightly above previous year



## tesa

- Organic sales growth mid-single digit
- EBIT margin noticeably below previous year's level



## Total Group

- Organic sales growth mid-single digit
- EBIT margin at previous year's level

## 2021 data for reference (excluding special factors):

- Consumer EBIT **12.1%**
- tesa EBIT **16.9%**
- Group EBIT **13.0%**

Note: Sales development is on an organic basis – profit development is based on ongoing operations (excluding special factors)



# ON TRACK TO BECOME THE LEADING SKIN CARE COMPANY

- We **expanded** our position in selective skin care
- We **outperformed** the face care market
- We **strengthened** our innovation power
- We **continue** to invest in **sustainability, innovation, digitalization and growth** as our key priorities
- We **delivered.**