

EQUITY STORY

Beiersdorf



CONSUMER



FY 2022: 7,131 MIO. €/ 81%

TESA



1,668 MIO. €/ 19%

FINANCIAL HIGHLIGHTS 2022

STRONGEST GROWTH IN THE LAST 20 YEARS

| | Consumer | tesa | Group |
|--------------|--------------------------|--------------------------|--------------------------|
| Sales Growth | +10.5% | +8.8% | +10.2% |
| EBIT Margin | 12.3% (+20bps) | 16.7% (-20bps) | 13.2% (+20bps) |

Organic sales growth; EBIT excl. special factors

REVIEW 2022

EXECUTING OUR STRATEGY WITH EXCELLENCE

C.A.R.E.+



Eucerin



LA PRAIRIE
SWITZERLAND

CHANTECAILLE

**STRONG
FOUNDATIONS**

**INCREASED
PRODUCTIVITY**

C.A.R.E.+

COMPETITIVE



SUSTAINABLE



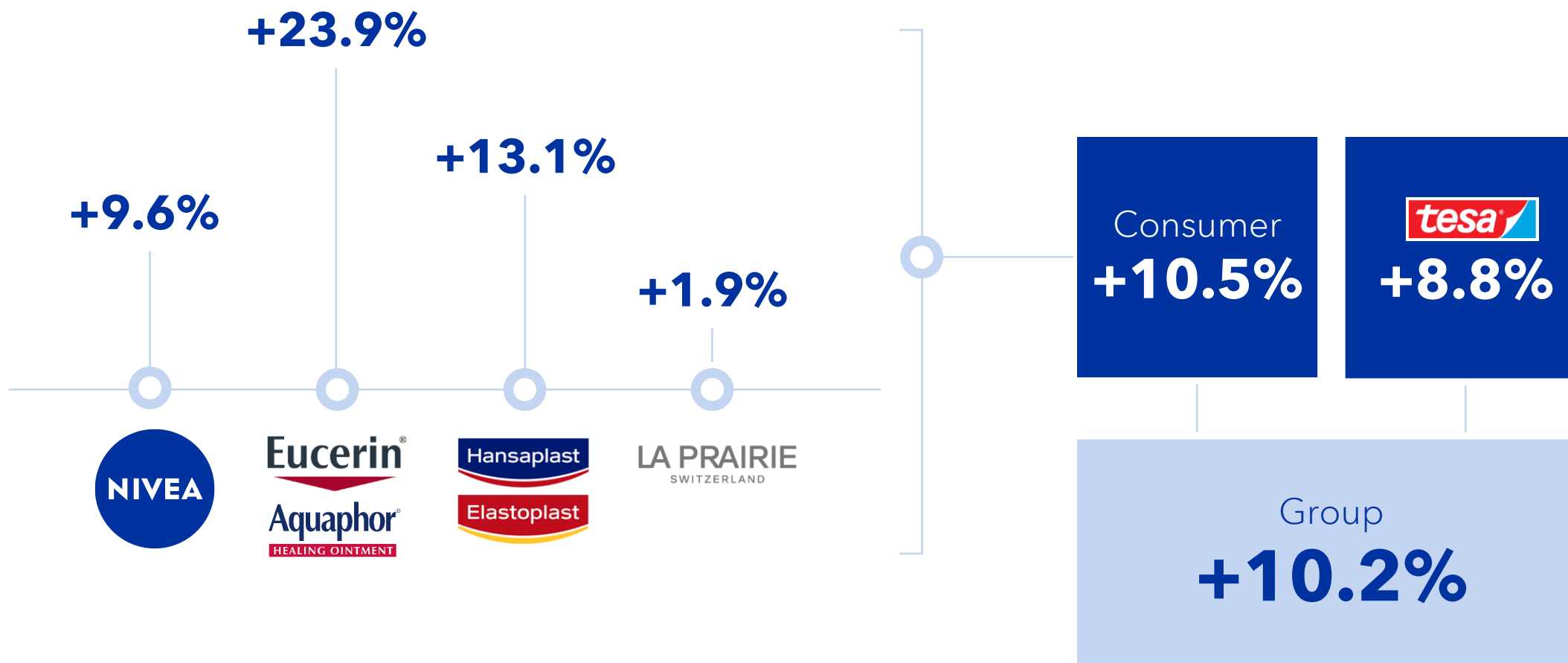
GROWTH

**DIGITAL
TRANSFORMATION**

SKIN CARE

**WHITE SPOT
POTENTIAL**

OUTPERFORMING THE MARKET IN 2022



Organic sales growth

NIVEA

STRONG, BALANCED GROWTH



Core Business & Superior Innovations



Volume & Pricing



All Regions



All Categories



+9.6%
SALES GROWTH



REVIEW 2022 - WIN WITH SKIN CARE

NIVEA REFOCUS LEADS GROWTH IN JAPAN



Local & global
through Joint Venture
with Kao Group

Only **successful**
international Skin Care
brand in mass channel

Reaching **younger**
target groups

DERMA REACHED MAJOR MILESTONE EARLIER THAN PLANNED

>1bn EUR of Sales

Double-digit growth in all regions:

+31%

North
America

+15%

Asia

+43%

Latin
America

+32%

Middle
East &
Africa

+13%

Europe

+44%

China

Eucerin

Aquaphor
HEALING OINTMENT

Organic sales growth; Nominal sales



REVIEW 2022 - WIN WITH SKIN CARE

LA PRAIRIE

READY FOR THE REOPENING IN CHINA

Growing
the footprint

Diversifying
channels

First signs of
recovery



LA PRAIRIE
SWITZERLAND



CHANTECAILLE

WILD ABOUT NATURE

REVIEW 2022 - WIN WITH SKIN CARE

CHANTECAILLE ON TRACK TO SUCCEED



2023

EXPLORING
NEW
OPPORTUNITIES

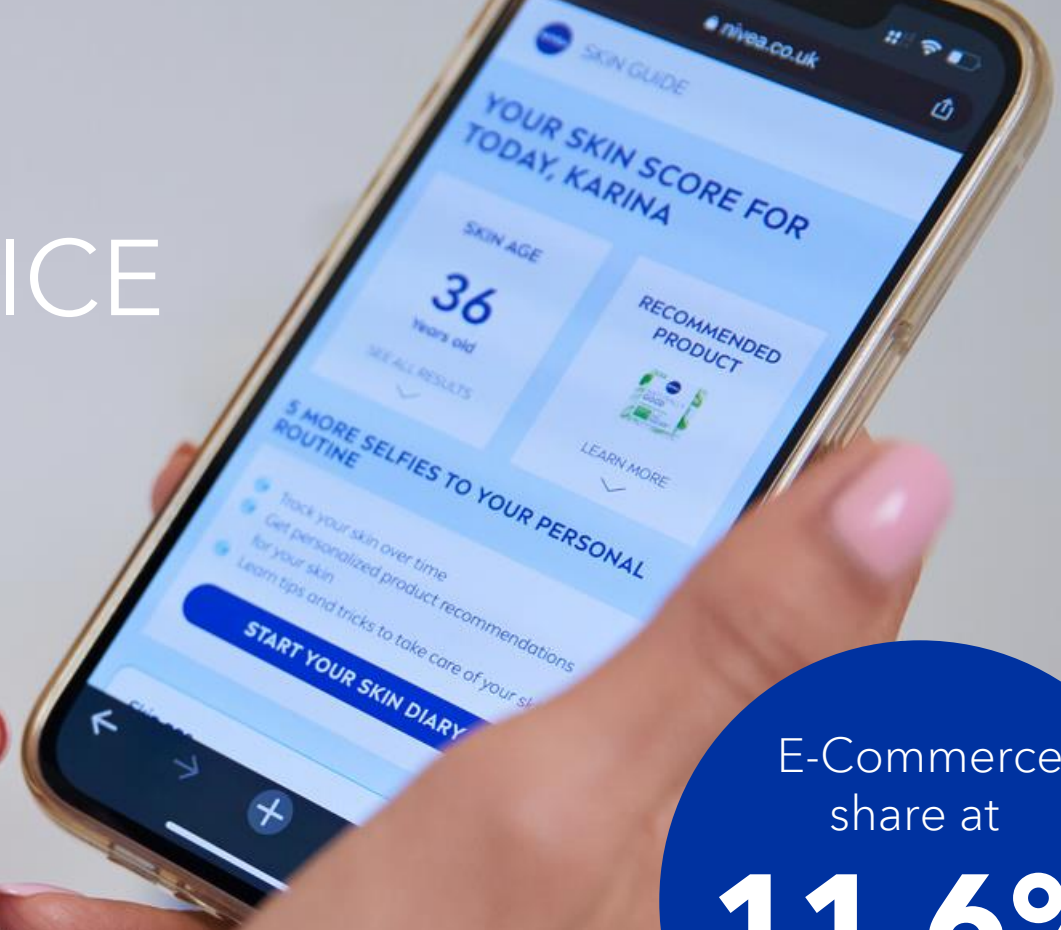
2022

SUCCESSFUL
INTEGRATION

REVIEW 2022 - DIGITAL

ECOM: GROWING TWICE AS FAST AS OFFLINE

+17%
GROWTH
Incl. Chantecaille



Up from
~5%
in FY 2019

E-Commerce
share at
11.6%
2022

PRECISION MARKETING

ACHIEVE SAME RETURN ON INVESTMENT
BY MORE EFFICIENT SPENDING

ELIMINATE MEDIA WASTE

2€

Digital Working
Media Spend

in 2019



1€-1.5€

Digital Working
Media Spend

in 2022



INCREASE MEDIA RELEVANCE



WHITE SPOTS: LEVERAGING THE LATAM SUCCESS



LATIN
AMERICA

+29%
vs 2021

+60%
vs 2019

IMPLEMENTING SUCCESS DRIVERS

Focus on Skin Care
Building brand value
Accelerating E-Commerce



AFRICA,
INDIA &
INDONESIA

Beiersdorf

Organic sales growth

WHITE SPOTS: TAPPING INDONESIA'S GROWTH POTENTIAL

HUGE CONSUMER POTENTIAL DRIVEN BY:

4th fastest growing population
in last 5 years

One of the largest and fastest growing Skin Care markets
€1.6 bn Skincare market
with 8.2% CAGR since 2017



REVIEW 2022 – WHITE SPOTS

WHITE SPOTS

INVESTING IN NEW TECHNOLOGIES THROUGH VENTURE CAPITAL



Strengthening
our expertise in
the field of acne
treatment & skin
microbiome
research

SUSTAINABILITY

SIGNIFICANT PROGRESS ON OUR TRANSFORMATION



More climate-
friendly
**formula &
packaging**



17%

**absolute reduction of
global CO₂ emissions**

vs. base year 2018

REVIEW 2022 - CARE BEYOND SKIN

SUSTAINABILITY

AAA RATING REWARDS OUR EFFORTS



THERE IS NO PLANET B.



THAT'S WHY WE'RE TRIPLE A.



Only 13
companies
worldwide
have achieved
the "AAA"
rating



KEY FIGURES 2022 - TESA

STRONG DEMAND FUELS SECOND HALF GROWTH



FY 2022: +8.8%

Sales growth

16.7%

EBIT

Organic sales growth; EBIT excluding special factors



Consumer
Sustainable Packaging



Industry

Display Solutions

KEY TOPICS 2023 - TESA

**FOCUS ON
SUSTAINABILITY
AND DISPLAY
TECHNOLOGY**



GUIDANCE & **OUTLOOK**



MACRO OUTLOOK

Volatility remains high in 2023 |
China reopening

ORGANIZATIONAL SET-UP

Move to new headquarters |
Expanding production capabilities

USE OF CAPITAL

S-Biomedic | Indonesia
Coppertone and Chantecaille

OUTLOOK 2023

STRATEGIC OUTLOOK

OUTLOOK 2023

GUIDANCE FY 2023

C.A.R.E.+



Consumer

Mid-single-digit organic sales growth
EBIT margin +50bps vs previous year

tesa

Mid-single-digit organic sales growth
EBIT margin slightly below previous year's level

Total Group

Mid-single-digit organic sales growth
EBIT margin slightly above previous year's level

2022 data for reference:

Consumer EBIT 12.3%

tesa EBIT 16.7%

Group EBIT 13.2%

EBIT excl. special factors