



Beiersdorf

2017 PRELIMINARY GROUP RESULTS (SALES)

January 8th, 2018

SALES DEVELOPMENT

	Jan. – Dec. 2016	Jan. – Dec. 2017	Change	
	mill. €	mill. €	<i>nominal</i> in %	<i>organic</i> in %
Sales Consumer	5,606	5,798	3.4	4.7
Sales tesa	1,146	1,257	9.7	10.6
Sales Group	6,752	7,055	4.5	5.7

CONSUMER SALES PER REGION

	Jan. – Dec. 2016	Jan. – Dec. 2017	Change	
	mill. €	mill. €	<i>nominal</i> in %	<i>organic</i> in %
Europe	2,801	2,861	2.1	2.2
Western Europe	2,262	2,280	0.8	1.8
Eastern Europe	539	581	7.8	3.8
Americas	1,078	1,117	3.6	4.0
North America	432	427	-1.1	1.7
Latin America	646	690	6.8	5.5
Africa/Asia/Australia	1,727	1,820	5.4	9.2
Total Consumer	5,606	5,798	3.4	4.7

INVESTOR RELATIONS CONTACT

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