

QUARTERLY STATEMENT JAN. - SEP. 2022

Vincent Warnery, Astrid Hermann
Hamburg, October 27th, 2022

Beiersdorf



STRONG BROAD-BASED GROWTH

Group
+11.1%

tesa
+8.3%

Consumer
+11.7%

*Organic sales growth Jan.-Sept. 2022

SUSTAINED MOMENTUM ACROSS ALL BRANDS



+9.9%

+22.6%

+8.8%

+14.0%

+14.3%

Q3 2022
vs. Q3 2021

Consumer: **+11.8%**

Group: **+12.3%**

*Organic sales growth single Q3



WINNING IN ALL REGIONS & CATEGORIES

+9.9%

organic sales growth Q3

Market Shares: For the first time, NIVEA wins market share in all regions and all categories

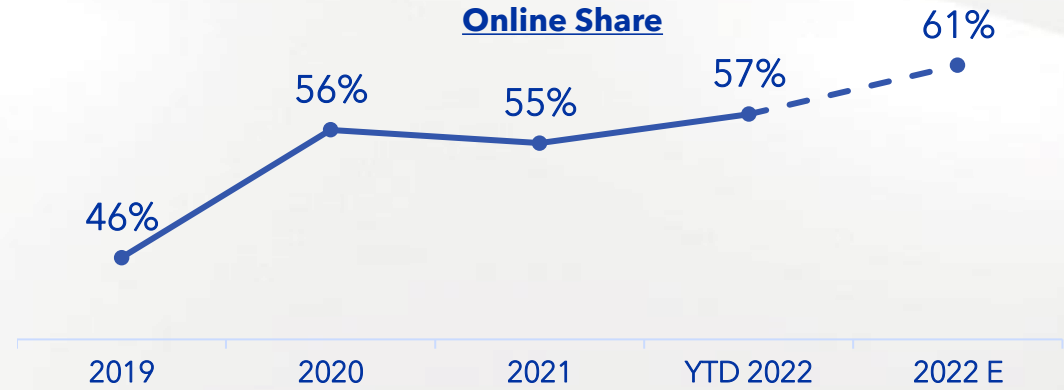
Net Sales: All Skin Care categories are growing, outperforming Personal Care



CHINA: CONTINUING PREMIUMIZATION STRATEGY



- **Optimizing** our portfolio
- **Focusing** on e-commerce
- **Valorizing** cheaper categories
- **Leading** with successful breakthrough innovations: Luminous 630 ranked #2 in CBEC*



+24%
organic sales growth Q3
in China*



*inkl CBEC: Cross-Border E-Commerce; Market: Face Care Online Even Skin & Anti-Spot

CHINA: ACCELERATING LA PRAIRIE ONLINE

LA PRAIRIE SWITZERLAND

瑞士恒美 奢华启幕
莱珀妮京东自营官方旗舰店

即刻选购

TRAVEL RETAIL

E-COM

BRICK & MORTAR

+41%
organic sales growth Q3
in China*

Launch on JD.COM

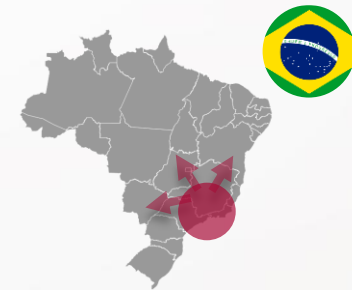
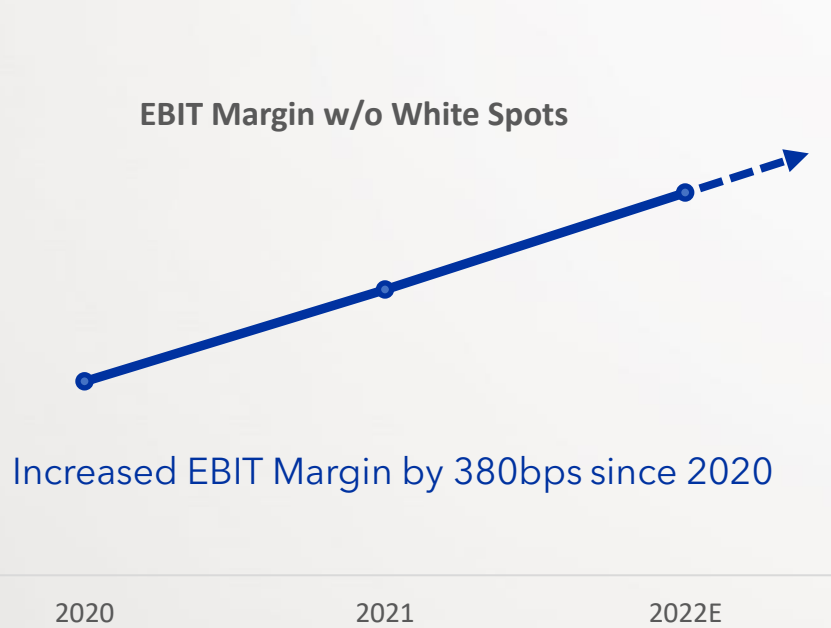
- First month performance ahead of expectations
- High conversion rates (2x times Tmall)
- Diversifying and extending the consumer base

*inkl Travel Retail Sales

EUCERIN'S LEGACY BUSINESS ENABLES WHITE SPOT PROGRESS

Legacy Business

White Spots



Strong profitability increase in legacy business fuels further **WHITE SPOT PENETRATION**

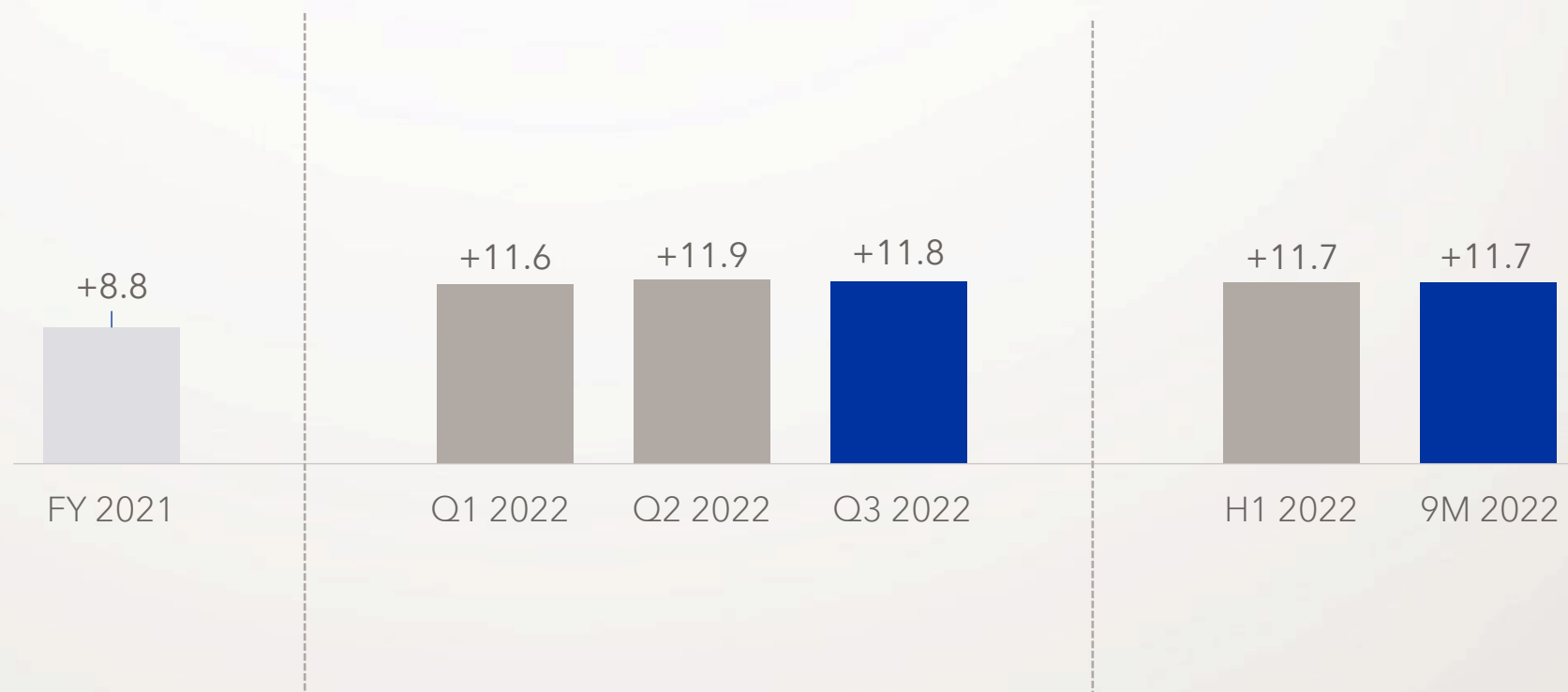
9M 2022
FINANCIALS

ASTRID
HERMANN

	Sales Jan. - Sep. 2021	Sales Jan. - Sep. 2022	Change	
	Mil. €	Mil. €	Nominal	Organic
CONSUMER	4,606	5,440	+18.1%	+11.7%
TESA	1,153	1,290	+11.8%	+8.3%
GROUP	5,759	6,730	+16.9%	+11.1%

CONSUMER

Organic sales growth in %



CONSUMER
BRANDS

NIVEA

DERMA

HEALTHCARE

LA PRAIRIE



Q3 2022

+9.9%

+22.6%

+8.8%

+14.0%

9M 2022

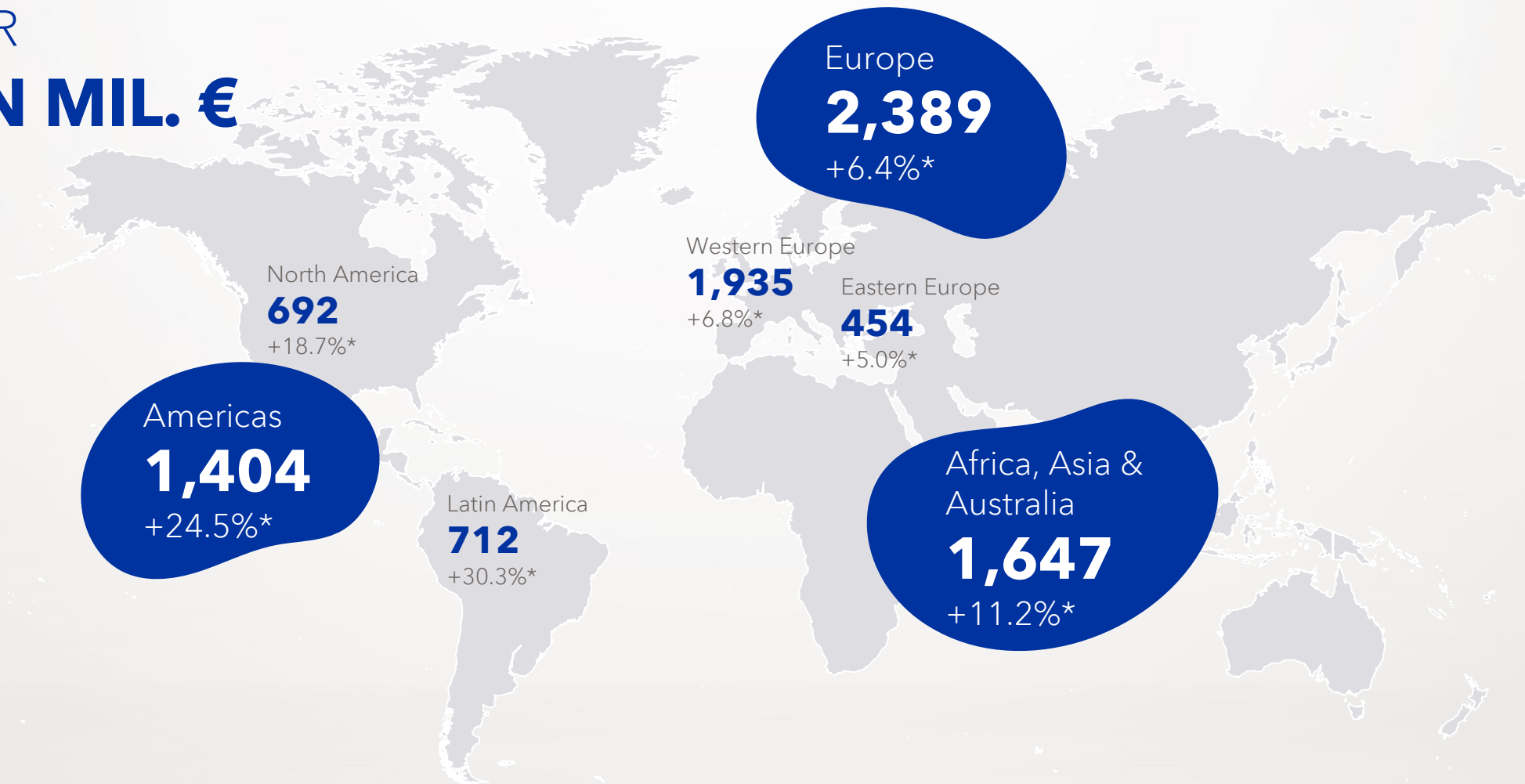
+10.8%

+25.3%

+12.8%

+5.5%

CONSUMER SALES IN MIL. €



* Organic growth

BROAD BASED GROWTH IN THE TESA PORTFOLIO

- **Electronics remains main driver** with very strong end-of-quarter performance
- **Market outperformance** driven by technologically leading solutions



Organic
Sales Growth

9M: +8.3%

Q3: +14.3%



- Europe is a new hotspot for e-mobility: **Close collaboration with key manufacturers**
- Combining **expertise in electronics** with long-term **experience in automotive**

GUIDANCE FY 2022

Consumer

- Organic sales growth 9-10%
 - EBIT margin slightly above previous year's level
-

tesa

- Organic sales growth 7-9%
 - EBIT margin slightly below previous year's level
-

2021 data for reference (excluding special factors):

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

Total Group

- Organic sales growth around 9-10%
- EBIT margin at previous year's level



**THANK
YOU**