

FULL YEAR RESULTS 2022

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Vincent Warnery, Astrid Hermann

Beiersdorf



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

Hansaplast

LA PRAIRIE
SWITZERLAND

CHANTECAILLE

STRONG FOUNDATIONS

INCREASED PRODUCTIVITY

C.A.R.E.+

COMPETITIVE

+

SUSTAINABLE

+

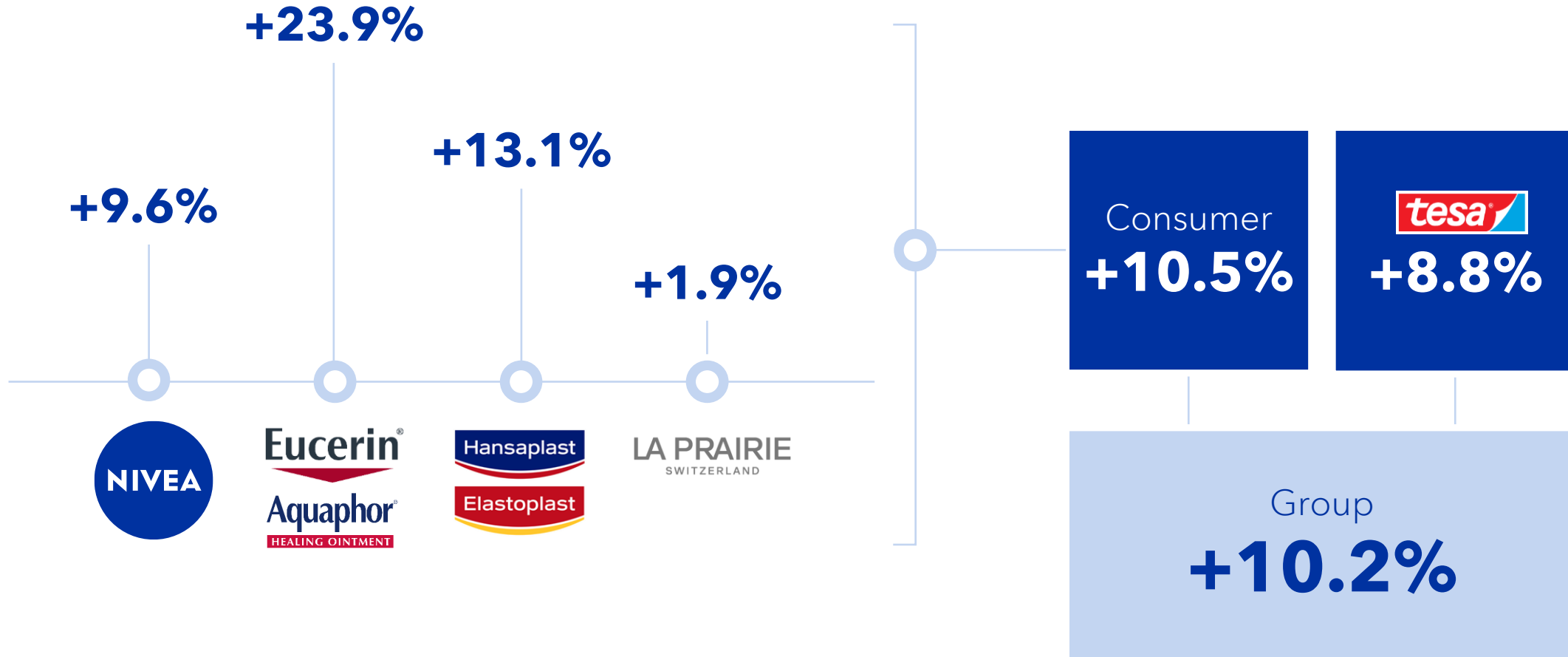
GROWTH

DIGITAL TRANSFORMATION

SKIN CARE

WHITE SPOT POTENTIAL

OUTPERFORMING THE MARKET IN 2022



Organic sales growth

NIVEA

STRONG, BALANCED GROWTH

NIVEA

Core Business &
Superior Innovations



Volume & Pricing



All Regions



All Categories



+9.6%
SALES GROWTH



Organic sales growth

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

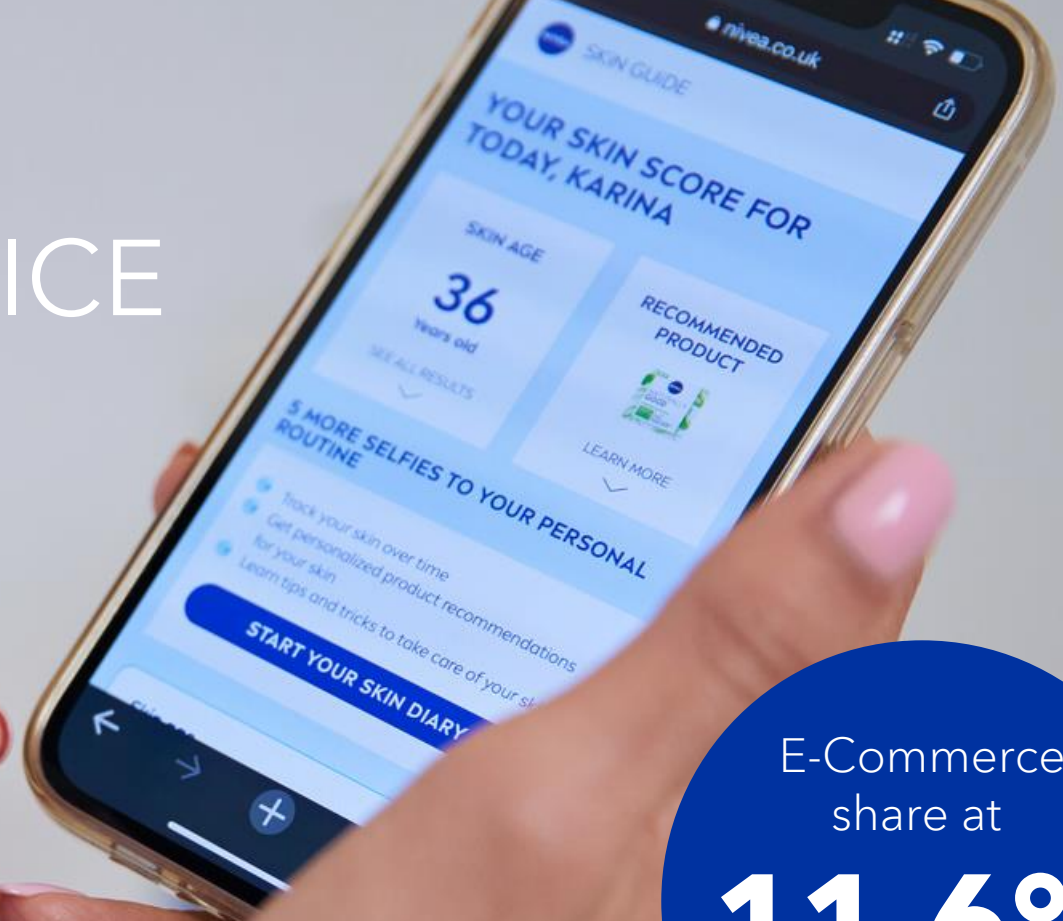
REVIEW 2022 - DIGITAL

ECOM: GROWING TWICE AS FAST AS OFFLINE

+17%

GROWTH

Incl. Chantecaille



Up from
~5%
in FY 2019

E-Commerce share at
11.6%
2022

REVIEW 2022 - DIGITAL

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



REVIEW 2022 - WHITE SPOTS

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

Organic sales growth

REVIEW 2022 - WHITE SPOTS

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



Source: Euromonitor Passport

REVIEW 2022 - WHITE SPOTS

WHITE SPOTS

INVESTING IN NEW TECHNOLOGIES THROUGH VENTURE CAPITAL



s-biomedic
the skin microbiome company

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

SUSTAINABILITY

SIGNIFICANT PROGRESS ON OUR TRANSFORMATION

17%

absolute reduction of
global CO₂ emissions

vs. base year 2018



More climate-
friendly
**formula &
packaging**



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

FY 2022 FINANCIALS

	2021	2022	Change	
	January - December	January - December	Nominal	Organic
	in € million	in € million		
Sales	7,627	8,799	+15.4%	+10.2%
EBIT	993	1,158		
Profit after tax	699	823		
EBIT margin	13.0%	13.2%		
Profit after tax margin	9.2%	9.4%		
Earnings per share in €	3.00	3.56		

(Excluding special factors)

SEGMENTS

	2021	2022	Change	
	January - December	January - December	Nominal	Organic
Consumer	in € million	in € million		
Sales	6,129	7,131	+16.3%	+10.5%
EBIT	740	880		
EBIT margin	12.1%	12.3%		
tesa				
Sales	1,498	1,668	+11.3%	+8.8%
EBIT	253	278		
EBIT margin	16.9%	16.7%		

(Excluding special factors)

2022

+10.5%

FY 2022

Q4

+6.7

Q3

+11.8

Q2

+11.9

Q1

+11.6

+8.8%

FY 2021

KEY FIGURES FY 2022

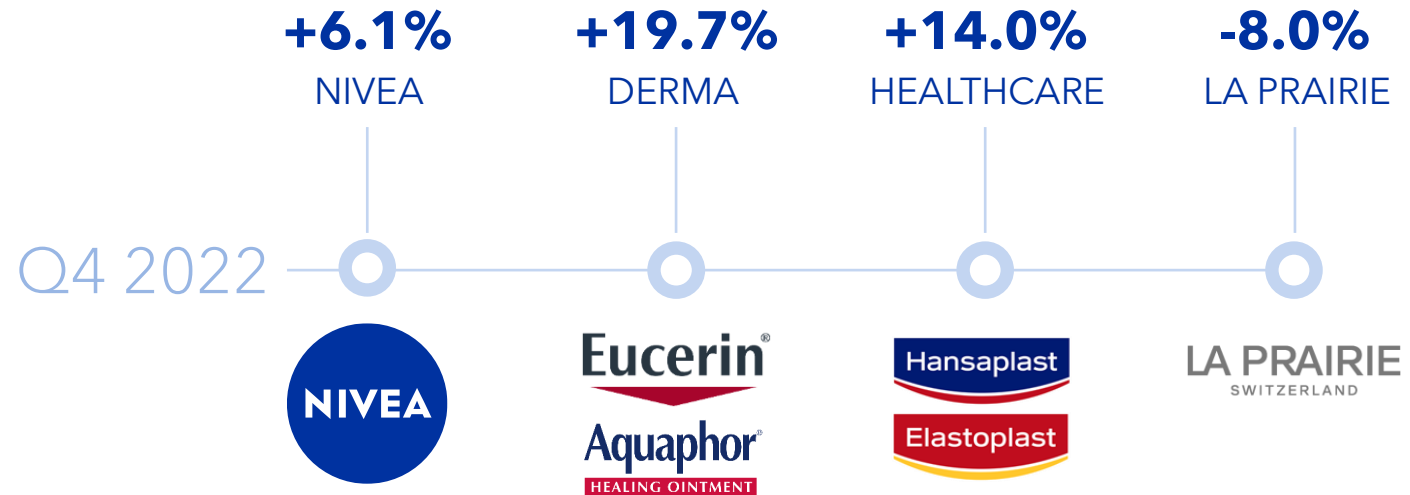
CONSUMER

Organic sales growth



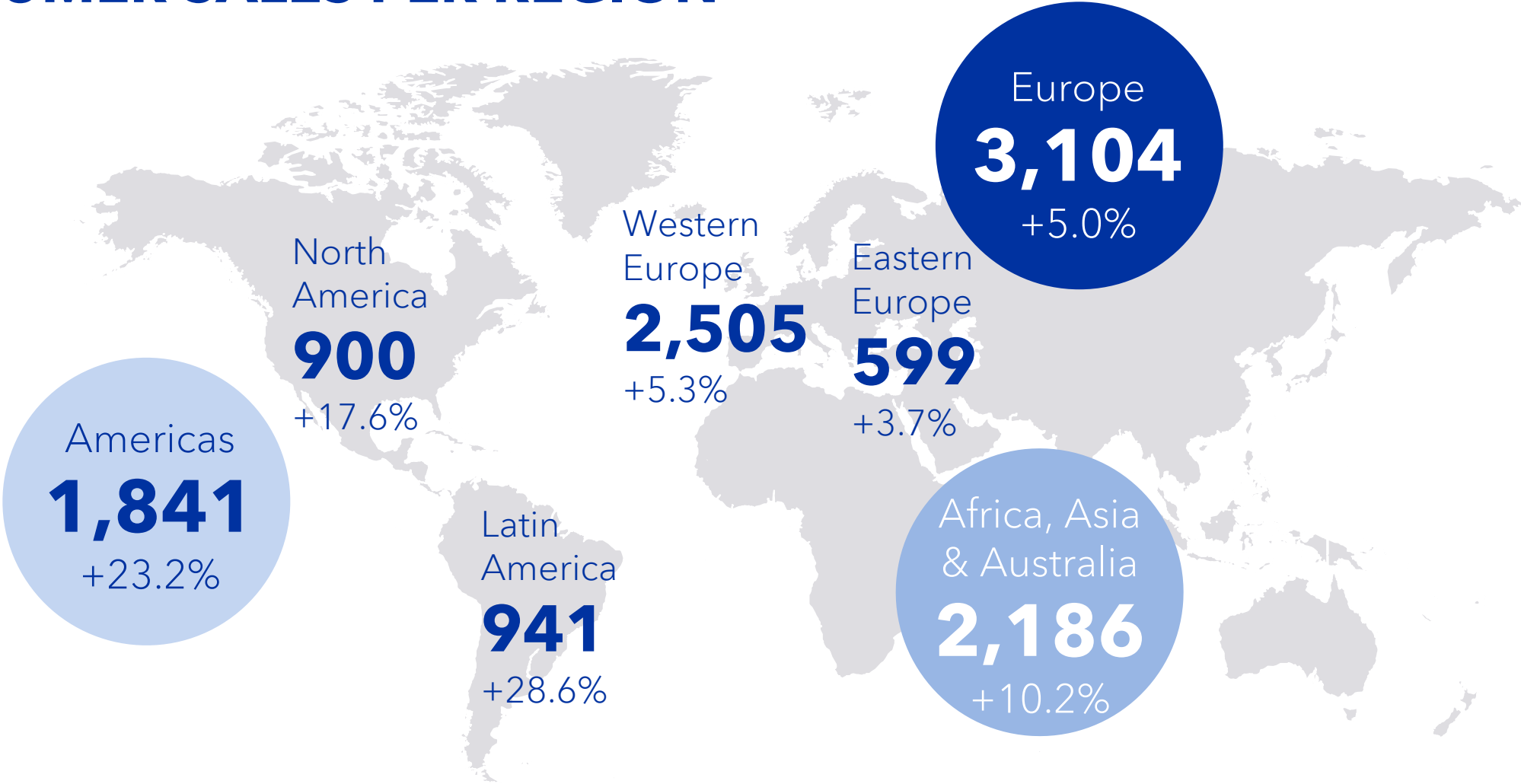
KEY FIGURES 2022 - CONSUMER

CONSUMER BRANDS



Organic sales growth

CONSUMER SALES PER REGION



Organic sales growth; Nominal sales in € million

KEY FIGURES 2022 – GROUP

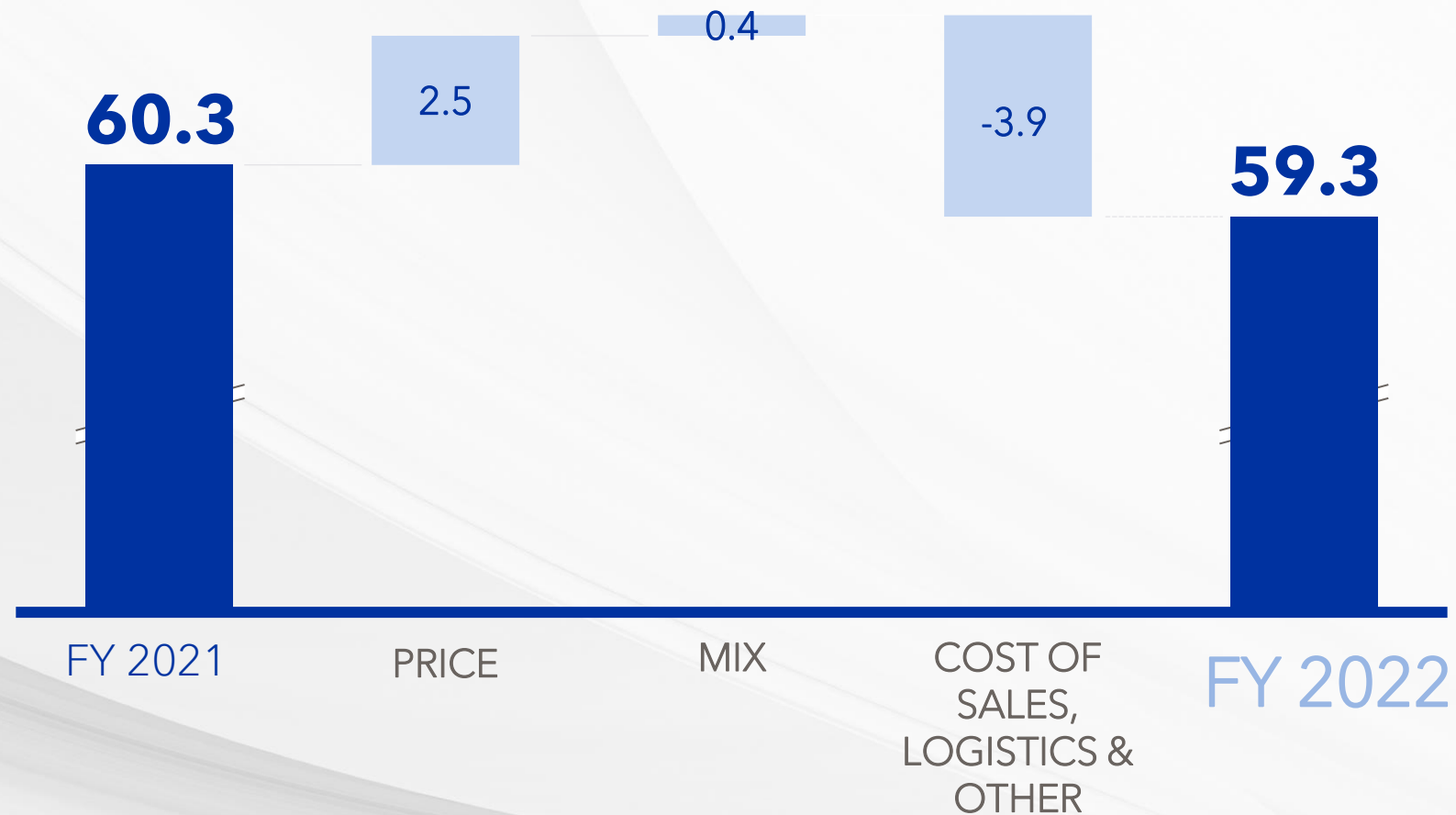
GROUP INCOME STATEMENT

(in € million)	2021	2022	Development in %
Sales	7,627	8,799	15.4
Cost of goods sold	-3,267	-3,842	17.6
Gross profit	4,360	4,957	13.7
Marketing and selling expenses	-2,675	-2,998	12.1
Research and development expenses	-268	-291	8.3
General and administrative expenses	-448	-524	16.9
Other operating result (excluding special factors)	24	14	–
Operating result (EBIT, excluding special factors)	993	1,158	16.7
Special factors	-60	-66	–
Operating result (EBIT)	933	1,092	17.1
Financial result	-26	4	–
Profit before tax	907	1,096	20.9
Income taxes	-252	-325	28.8
Profit after tax	655	771	17.8

KEY FIGURES 2022 - CONSUMER

CONSUMER GROSS MARGIN

In % of consumer sales



@FX avg. 2021



KEY FIGURES 2022 - CONSUMER

**CONSUMER
WORKING
CAPITAL**

In % of consumer sales
(12-months rolling)



KEY FIGURES 2022 - TESA

**STRONG DEMAND
FUELS SECOND
HALF GROWTH**



FY 2022: +8.8%

Q4: +10.4%

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

01

ORGANIZATIONAL SET-UP

Move to new headquarters |
Expanding production capabilities

02

USE OF CAPITAL

S-Biomedic | Indonesia
Coppertone and Chantecaille

03

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

**THANK
YOU**

Beiersdorf



KEY FIGURES 2022 - GROUP

GROUP BALANCE SHEET

Assets	31.12.2021	31.12.2022
Intangible assets	538	1,111
Property, plant, and equipment	1,845	2,201
Non-current securities	3,937	3,184
Other non-current assets	56	52
Deferred tax assets	292	258
Non-current assets	6,668	6,806
Inventories	1,144	1,557
Trade receivables	1,306	1,508
Other current financial assets	124	147
Income tax receivables	207	205
Other current assets	198	239
Current securities	616	771
Cash and cash equivalents	1,036	1,080
Non-current assets and disposal groups held for sale	-	35
Current assets	4,631	5,542
	11,299	12,348

Non-current assets	31.12.2021	31.12.2022
Intangible assets	538	1,111
Property, plant, and equipment	1,845	2,201
Current assets		
Inventories	1,144	1,557
Trade receivables	1,306	1,508

GROUP BALANCE SHEET

	31.12.2021	31.12.2022
Equity	6,894	7,805
Current liabilities		
Trade payables	1,973	2,328

Equity and liabilities	31.12.2021	31.12.2022
Equity	6,894	7,805
Provisions for pensions and other post-employment benefits	808	382
Other non-current provisions	127	146
Non-current financial liabilities	106	117
Other non-current liabilities	1	–
Deferred tax liabilities	38	137
Non-current liabilities	1,080	782
Other current provisions	582	614
Income tax liabilities	160	183
Trade payables	1,973	2,328
Other current financial liabilities	501	525
Other current liabilities	109	111
Current liabilities	3,325	3,761
	11,299	12,348