

Invitation

to the Ordinary Annual General Meeting
on April 26, 2012 in Hamburg

Beiersdorf Aktiengesellschaft, Hamburg
Wertpapier-Kennnummer 520000
ISIN DE0005200000



Beiersdorf Aktiengesellschaft
shareholders are hereby invited to
attend the **Company's Ordinary Annual
General Meeting** to be held on
Thursday, April 26, 2012 at 10.30 a.m.
(doors open at 9.30 a.m.) in the
Congress Centrum Hamburg, Room 1,
Am Dammtor/Marseiller Strasse in
Hamburg.

Location Plan Congress Centrum Hamburg



We would like to support the use of public transport; to your entry card we will enclose a free ticket for Hamburg's public transport system (Hamburger Verkehrsverbund) on the day of the Annual General Meeting. If you wish to arrive by car, you can of course have your parking ticket for the CCH parking garage stamped as usual at the entrance to the room in which the Annual General Meeting is being held.

Dear Shareholders,

We are delighted to invite you to this year's Ordinary Annual General Meeting of Beiersdorf Aktiengesellschaft.

The Annual General Meeting will be held on Thursday, April 26, 2012, at 10.30 a.m. (doors open at 9.30 a.m.) in the Congress Centrum Hamburg, Room 1, Am Dammtor/Marseiller Strasse.

The invitation to the Annual General Meeting, together with the agenda and the motions proposed by the Executive Board and the Supervisory Board, is printed below.

The Executive Board and the Supervisory Board are proposing a dividend of €0.70 to the Annual General Meeting for each share carrying dividend rights (agenda item 2).

In the proposal for election under agenda item 6, the Supervisory Board is proposing the supplementary election of two Supervisory Board members. Agenda item 7 asks the Annual General Meeting to approve a profit and loss transfer agreement between Beiersdorf AG and an affiliate.

Finally, agenda item 8 asks the Annual General Meeting, as in previous years, to approve the remuneration system for the Executive Board.

Sincerely,
Beiersdorf AG



Thomas-B. Quaas
CEO

Dr. Ulrich Schmidt
CFO/CHRO

Beiersdorf Aktiengesellschaft
Unnastraße 48
20245 Hamburg
Registergericht Hamburg
HRB 1787

Executive Board:
Thomas-B. Quaas (Chairman), Peter Feld,
Ralph Gusko, Stefan F. Heidenreich,
Dr. Ulrich Schmidt, Ümit Subaşı,
Chairman of the Supervisory Board:
Prof. Dr. Reinhard Pöllath

Agenda

1. Presentation of the adopted annual financial statements of Beiersdorf Aktiengesellschaft and the approved consolidated financial statements together with the management reports of Beiersdorf Aktiengesellschaft and the Group for fiscal year 2011, the report by the Supervisory Board, and the explanatory report by the Executive Board on the information provided in accordance with §§ 289 (4), 315 (4) *Handelsgesetzbuch* (German Commercial Code, *HGB*)

The Supervisory Board approved the annual financial statements for Beiersdorf Aktiengesellschaft prepared by the Executive Board and the consolidated financial statements for fiscal year 2011 in accordance with §§ 172, 173 *Aktien-gesetz* (German Stock Corporation Act, *AktG*) on February 23, 2012, and thus adopted the annual financial statements. A resolution by the Annual General Meeting is therefore not required.

The adopted annual financial statements of Beiersdorf Aktiengesellschaft and the approved consolidated financial statements together with the management reports of Beiersdorf Aktiengesellschaft and the Group for fiscal year 2011, the report by the Supervisory Board, and the explanatory report by the Executive Board on the information provided in accordance with §§ 289 (4), 315 (4) *HGB* must be made available to the Annual General Meeting, even though it is not required to resolve on this. The above mentioned documents are available for inspection by shareholders at the headquarters of Beiersdorf Aktiengesellschaft, Unnastrasse 48, 20245 Hamburg, Germany, and are also available on the Company's German website at www.Beiersdorf.de/Hauptversammlung (see www.Beiersdorf.com/Annual_General_Meeting for the English translation). Upon request, copies of these documents will also be sent to shareholders free of charge and without delay. They will also be available at the Annual General Meeting.

2. Resolution on the utilization of net retained profits

The Executive Board and Supervisory Board propose that the net retained profits for fiscal year 2011 in the amount of €176,400,000.00 be utilized as follows:

(in €)

Distribution of a dividend of €0.70 per no-par value share carrying dividend rights (226,818,984 no-par value shares carrying dividend rights)

Transfer to other retained earnings

Net retained profits

158,773,288.80

17,626,711.20

176,400,000.00

The shares carrying dividend rights at the time of the proposal on the utilization of the net retained profits have been reflected in the amounts specified for the total dividend and for the transfer to other retained earnings. The own shares held by the Company do not carry dividend rights, in accordance with § 71b AktG.

If the number of own shares held by the Company at the time of the resolution by the Annual General Meeting on the utilization of the net retained profits is higher or lower than at the time of the proposal on the utilization of the profits, the total amount to be distributed to the shareholders shall be reduced or increased by the portion of the dividend attributable to the difference in the number of shares. The amount to be appropriated to the other retained earnings shall be adjusted inversely by the same amount. In contrast, the dividend to be distributed per no-par value share carrying dividend rights shall remain unchanged. If necessary, an appropriately modified draft resolution on the utilization of the net retained profits will be presented to the Annual General Meeting.

3. Resolution on the official approval of the actions of the members of the Executive Board

The Executive Board and Supervisory Board propose approving the actions of the members of the Executive Board in office in fiscal year 2011 for this period.

4. Resolution on the official approval of the actions of the members of the Supervisory Board

The Executive Board and Supervisory Board propose approving the actions of the members of the Supervisory Board in office in fiscal year 2011 for this period.

5. Election of the auditors for fiscal year 2012

On the recommendation of its Audit Committee, the Supervisory Board proposes that Ernst & Young GmbH Wirtschaftsprüfungsgesellschaft, Stuttgart, be elected as the auditors for Beiersdorf Aktiengesellschaft and the Beiersdorf Group for fiscal year 2012.

6. Supplementary election to the Supervisory Board

In accordance with §§ 96 (1), 101 (1) AktG in conjunction with § 7 (1) sentence 1 no. 1 *Mitbestimmungsgesetz* (German Co-Determination Act, *MitbestG*) and § 11 (1) of the Articles of Association, the Supervisory Board consists of twelve members, six of whom are elected by the Annual General Meeting and six by the employees. The Annual

General Meeting is not bound by any proposals put forward when electing shareholder representatives to the Supervisory Board. The members of the Supervisory Board are elected individually.

The term of office of Michel Perraudin, who was appointed to the Supervisory Board as a shareholder representative by resolution of the Hamburg Local Court on September 21, 2011, in accordance with § 104 (1) *AktG*, ends with the conclusion of the 2012 Ordinary Annual General Meeting. The Supervisory Board proposes Dr. Dr. Christine Martel as Mr. Perraudin's successor.

Dr. Rolf Kunisch, who resigned from the Supervisory Board effective the end of April 19, 2011, was succeeded by the alternate member Beatrice Dreyfus. In accordance with § 11 (5) of the Articles of Association, the term of office of an alternate member who has joined the Supervisory Board as a replacement shall expire as soon as a successor is appointed for the member who has left the Supervisory Board. As a shareholder holding over 25% of the voting rights in the Company, BBG Beteiligungsgesellschaft mbH has proposed in accordance with § 100 (2) sentence 1 no. 4 *AktG* that Thomas-B. Quaas, who will step down from the Executive Board of Beiersdorf AG effective the end of the 2012 Ordinary Annual General Meeting, be elected to the Supervisory Board as a shareholder representative. The Supervisory Board concurs with this proposal and proposes Mr. Quaas as Dr. Kunisch's successor. In the event that Mr. Quaas is elected, Ms. Dreyfus shall remain the alternate Supervisory Board member for shareholder representatives for those whom she was elected in accordance with § 11 (5) sentence 2 of the Articles of Association.

a) In accordance with § 11 (3) of the Articles of Association, the Supervisory Board proposes that the following persons be elected as shareholder representatives to the Company's Supervisory Board with effect from the end of the Ordinary Annual General Meeting on April 26, 2012, until the end of the Annual General Meeting resolving on the approval of the activities of the Supervisory Board for fiscal year 2013:

- Thomas-B. Quaas
Hamburg
Chairman of the Executive Board of Beiersdorf AG

Mr. Quaas is not a member of any statutory supervisory boards of German companies. He is a member of the following comparable corporate supervisory bodies in Germany and abroad:

- Euler Hermes SA, Paris (member of the Supervisory Board)

- Dr. Dr. Christine Martel
Vevey, Switzerland
Head of Finance, Nescafé Dolce Gusto, Nestlé S.A.

Dr. Dr. Martel is a member of the statutory supervisory boards of the following German companies:

- tesa SE, Hamburg

She will resign as a Supervisory Board member and Vice Chairwoman of the Supervisory Board of tesa SE effective as of the end of the Ordinary Annual General Meeting of Beiersdorf AG on April 21, 2012. Dr. Dr. Martel is not a member of any comparable corporate supervisory bodies in Germany and abroad.

- b) Furthermore, in the event that the candidates listed under a) are elected, the Supervisory Board proposes the election of the following alternate member in accordance with § 11 (4) sentences 1 and 3 of the Articles of Association for both Thomas-B. Quaas and Dr. Dr. Christine Martel for the duration of the term of office of these members:

- Beatrice Dreyfus
Frankfurt/Main
Management Consultant, Novum Capital Beratungsgesellschaft mbH, Frankfurt/Main

Ms. Dreyfus is not a member of any other statutory supervisory boards of German companies, nor is she a member of any comparable corporate supervisory bodies in Germany and abroad.

In accordance with § 11 (4) sentence 1 of the Articles of Association, the proposed alternate member shall succeed to the Supervisory Board if one of the Supervisory Board members elected by the Annual General Meeting leaves the Supervisory Board prior to the end of his or her term of office without a successor having previously been appointed. The proposed alternate member will return to his or her original status as an alternate member in accordance with § 11 (5) sentence 2 of the Articles of Association of the Company when a successor is appointed for a Supervisory Board member who has prematurely left the Supervisory Board and whose place on the Supervisory Board was taken by the alternate member.

7. Resolution on the approval of a profit and loss transfer agreement

A profit and loss transfer agreement was signed between Beiersdorf Aktiengesellschaft and its wholly-owned subsidiary Beiersdorf Manufacturing Waldheim GmbH in order to create a consolidated tax group.

The Executive Board and Supervisory Board propose that the profit and loss transfer agreement between Beiersdorf Aktiengesellschaft (hereinafter also referred to as “BDF”) and Beiersdorf Manufacturing Waldheim GmbH (hereinafter also referred to as “BDF Waldheim”) be approved. This profit and loss transfer agreement reads as follows:

“§ 1 – Profit and Loss Transfer

- 1.1 BDF Waldheim agrees to transfer its entire profits determined in accordance with German commercial law to BDF, so that subject to the provision agreed in the following subsection 2, no own profits are generated at BDF Waldheim. Subject to the establishment or release of reserves in accordance with § 1.2 of this Agreement below and §§ 30 ff. *Gesetz über die Gesellschaften mit beschränkter Haftung* (German Act on Limited Liability Corporations, *GmbHG*), all profit after tax arising without the profit transfer less any loss carried forward from the previous year and the amount that cannot be distributed in accordance with § 268 (8) *HGB* shall be transferred to BDF.
- 1.2 BDF Waldheim may only appropriate parts of the profit after tax to retained earnings in accordance with § 272 (3) *HGB* with the approval of BDF. BDF agrees to grant such approval provided and to the extent that this is permissible under German commercial law and necessary in accordance with prudent business practice. Retained earnings in accordance with § 272 (3) *HGB* accruing during the term of this agreement shall be released and used to offset losses or transferred as profits if and to the extent that this is requested by BDF.

§ 2 – Loss Absorption

- 2.1 BDF is obliged in accordance with § 302 (1) *AktG* to make good any loss otherwise arising during the term of the agreement, to the extent that such losses are not made good by withdrawals from the other retained earnings in accordance with § 1.2 of this Agreement of amounts added to this item during the term of the Agreement.
- 2.2 The provisions of § 302 (3) and (4) *AktG*, as amended, shall be applied accordingly.

§ 3 – Right to Obtain Information

BDF has the right at any time to examine BDF Waldheim's books and other business records. BDF Waldheim's management is obliged to supply BDF with any information it desires in regard to the affairs of BDF Waldheim at any time.

§ 4 – Duration and Termination of the Agreement

- 4.1 This Agreement is entered into for an indefinite period.
- 4.2 It is intended to enter it in the commercial register without delay, as soon as all necessary documents have been obtained. The Agreement shall take effect as of the date of its entry in the commercial register for BDF Waldheim and shall apply retroactively for the fiscal year in which it was entered.
- 4.3 This Profit and Loss Transfer Agreement may not be terminated before the end of five years after the start of the fiscal year in which it took effect. Following this, it may be terminated with six months' notice to the end of BDF Waldheim's fiscal year. Termination must be in writing. Notice is considered to have been served on receipt of the termination letter by the other company.
- 4.4 The parties to the Agreement have an extraordinary right of termination for good cause.

Good cause shall be taken to exist in particular if:

- (a) BDF is no longer the sole shareholder of BDF Waldheim due to the sale of its interest or for other reasons, or if the basis for the inclusion of BDF Waldheim in the BDF consolidated tax group no longer applies,
- (b) BDF contributes its interest in BDF Waldheim in whole or in part to another company, or
- (c) BDF or BDF Waldheim are merged, hived off, or liquidated.

§ 5 – Concluding Provisions

- 5.1 The parties to the Agreement agree to apply German law to all contractual and extra-contractual claims in connection with this Agreement.

- 5.2 Amendments and additions to this Agreement, including those to this § 5.2, must be made in writing. § 295 *AktG* applies with the necessary modifications.
- 5.3 Should provisions of this Agreement be invalid, the remaining provisions shall nevertheless remain in force. In such a case, the parties to this Agreement shall negotiate with the aim of replacing the invalid provision with a valid clause that is best suited to fulfill the economic intent of the invalid clause.”

The above-mentioned Profit and Loss Transfer Agreement, Beiersdorf Aktiengesellschaft’s annual financial statements and management reports and Beiersdorf Manufacturing Waldheim GmbH’s annual financial statements for fiscal years 2009, 2010, and 2011, and the joint report by the Executive Board of Beiersdorf Aktiengesellschaft and the management of Beiersdorf Manufacturing Waldheim GmbH are available for inspection by shareholders at the Company’s offices (Unnastrasse 48, 20245 Hamburg, Germany) as from the date on which the Annual General Meeting is convened. These documents will also be available at the Annual General Meeting. Upon request, copies of these documents will be sent to shareholders free of charge and without delay; they are also available on the Company’s website at **www.Beiersdorf.de/Hauptversammlung** (see **www.Beiersdorf.com/Annual_General_Meeting** for the English translation). The Agreement does not need to be audited in accordance with § 293b *AktG* as all shares in Beiersdorf Manufacturing Waldheim are held by Beiersdorf AG.

8. Resolution on the approval of the system for the remuneration of the Executive Board members

Beiersdorf Aktiengesellschaft’s Annual General Meeting already resolved to approve the system for the remuneration of the Executive Board members in past years. The remuneration system was revised most recently as of the beginning of fiscal year 2012 and is to be presented again to the Annual General Meeting for approval in accordance with § 120 (4) *AktG*. The remuneration system for Executive Board members that is the subject of this resolution is described in more detail on page 50f. of Beiersdorf Aktiengesellschaft’s 2011 Annual Report under section 1. c) aa) to cc) of the Remuneration Report (part of the Corporate Governance Report).

The Executive Board and the Supervisory Board propose that the system for the remuneration of the members of Beiersdorf Aktiengesellschaft’s Executive Board be approved.

Attendance at the Annual General Meeting

At the time of convening the Annual General Meeting, the share capital of the Company is composed of 252,000,000 no-par value bearer shares with a matching number of voting rights. At the time of convening the Annual General Meeting, the Company holds a total of 25,181,016 own shares, for which it does not have voting rights. Therefore, the total number of Beiersdorf Aktiengesellschaft's shares carrying participation and voting rights at the time of convening this Annual General Meeting amounted to 226,818,984.

Entitlement to attend by way of registration and proof of share ownership

According to § 18 of the Company's current Articles of Association, shareholders are entitled to attend the Annual General Meeting and to exercise their voting rights if they have registered for the Annual General Meeting with the Company, and submitted special proof of their share ownership in *Textform* (written proof according to § 126b *Bürgerliches Gesetzbuch* (German Civil Code, *BGB*)) in German or English from their custodian bank to the Company, at the following address:

Beiersdorf Aktiengesellschaft
c/o HV AG
Georgenstrasse 20
92224 Amberg, Germany
Fax: +49 40 4909-187603
E-mail: HV-Anmeldung@Beiersdorf.com

The proof of share ownership must refer to the beginning of April 5, 2012, (0.00 hrs, the so called record date) and must be received by the Company together with the registration for the Annual General Meeting at the above mentioned address by the end of April 19, 2012, (24.00 hrs) at the latest.

In relation to the Company, only shareholders who have provided proof of share ownership can participate in the Annual General Meeting and vote. The entitlement to participate and the extent of the voting rights are determined solely by the shareholder's shareholdings on the record date. Although the record date does not impose a freeze on the acquisition or sale of shares, shares acquired or purchased after the record date do not affect the entitlement to vote or the extent of voting rights. The record date does not affect dividend entitlements.

After the registration and the proof of share ownership have been received at the above address, the eligible shareholders will receive

entry cards indicating the number of votes to which the owner is entitled. To ensure the timely receipt of the entry cards, we request that shareholders take care to submit their registration for the Annual General Meeting and the proof of their share ownership to the Company in good time.

Submitting votes by post

Shareholders who are eligible to participate in the Annual General Meeting in accordance with the information provided above may alternatively submit their votes by postal vote, i.e., without attending the Annual General Meeting. It is also necessary to register and provide proof of share ownership by the deadline as described above in the case of postal votes. Postal voting does not preclude shareholders from attending the Annual General Meeting.

Postal votes can be submitted in writing (Beiersdorf Aktiengesellschaft, Investor Relations (Bf. 86), Unnastrasse 48, 20245 Hamburg, Germany), by fax (+49 40 4909-187603), or by e-mail (HV-Anmeldung@Beiersdorf.com) using the postal voting forms included with the entry cards to the Annual General Meeting and made available on the Company's website at **www.Beiersdorf.de/Hauptversammlung** (only available in German). Postal votes must be received by the end of April 24, 2012, (24.00 hrs) at the latest.

Credit institutions, shareholders' associations, other persons named in § 135 (8) *AktG*, or other persons who have been granted a power of attorney by shareholders can also vote by post. To this extent, the provisions for proxy voting and granting power of attorney (as described below in each case, see the section entitled "Proxy voting and power of attorney") shall apply mutatis mutandis, in particular in relation to the proof of power of attorney.

Shareholders will receive further details of the procedure for postal votes together with their entry card after they have registered for the Annual General Meeting and submitted proof of ownership. This information is also available on the Company's German website at **www.Beiersdorf.de/Hauptversammlung** (see **www.Beiersdorf.com/Annual_General_Meeting** for the English translation)

Proxy voting and power of attorney

Shareholders may appoint a proxy such as a bank or shareholders' association to exercise their voting rights at the Annual General Meeting. In this case, too, shareholders must submit their registrations for the Annual General Meeting and provide proof of share ownership in the manner described above by the deadline. Power of attorney, its

revocation, and proof of power of attorney must be issued in *Textform* (§ 126b *BGB*). If a bank, shareholders' association, or other persons or institutions with equivalent status in accordance with § 135 (8) *AktG* and § 135 (10) *AktG* in conjunction with § 125 (5) *AktG* are granted power of attorney, neither the law nor the Articles of Association specify a special form for this. The bank, institution, or person to be granted power of attorney may require a particular form of power of attorney because they are required under § 135 *AktG* to maintain verifiable records of proxies issued. Please refer to the proxy holder to be appointed for further information.

To issue a power of attorney, we ask our shareholders to use the proxy form included with their entry card or the downloadable form available on the Company's website at **www.Beiersdorf.de/Hauptversammlung** (only available in German). The Company will also send shareholders proxy forms on request.

Proof of power of attorney (issued to the representative) can be provided by the representative presenting the power of attorney at the point of access control on the day of the Annual General Meeting. It can also be sent to the Company in advance up to the end of April 24, 2012, (24.00 hrs) by fax (+49 40 4909-187603) or by e-mail (HV-Anmeldung@Beiersdorf.com).

In addition, we are again offering our shareholders the opportunity to be represented during votes by a proxy appointed by the Company, who will vote in accordance with their instructions. The proxy is bound to vote as instructed and may not exercise voting rights at his or her discretion. The proxy appointed by the Company may only exercise voting rights on agenda items for which he or she has been issued with express and clear instructions. To the extent that such express and clear instructions are not issued, the proxy appointed by the Company will abstain from the vote in question.

The power of attorney and instructions to the proxy appointed by the Company on exercising voting rights can be issued in writing (Beiersdorf Aktiengesellschaft, Investor Relations (Bf. 86), Unnastrasse 48, 20245 Hamburg, Germany), by fax (+49 40 4909-187603), or by e-mail (HV-Anmeldung@Beiersdorf.com) using the proxy and instruction forms included with the entry cards to the Annual General Meeting and made available on the Company's website at **www.Beiersdorf.de/Hauptversammlung** (only available in German). The Company must receive powers of attorney and instructions no later than the end of April 24, 2012, (24.00 hrs). Shareholders must also submit their registration for the Annual General Meeting and the proof of share ownership in the manner described above by the deadline if they plan to use the proxy appointed by the Company.

Shareholders will receive further details of how to issue a power of attorney and how to instruct the proxy appointed by the Company together with their entry card after they have registered for the Annual General Meeting and submitted proof of share ownership. This information is also available on the Company's German website at **www.Beiersdorf.de/Hauptversammlung** (see **www.Beiersdorf.com/Annual_General_Meeting** for the English translation). If a shareholder grants powers of attorney to more than one person, the Company can reject one or more of such persons.

Shareholders' rights

Motions to add items to the agenda in accordance with § 122 (2) *AktG*

Shareholders whose shares, when taken together, amount to one-twentieth of the share capital or €500,000 (500,000 shares) can demand that items be tabled on the agenda and announced. The reasons for each new item must be given or the item must be accompanied by a proposal for resolution. The request must be directed in writing to Beiersdorf Aktiengesellschaft's Executive Board and must have been received by the Company at the following address no later than the end of March 26, 2012, (24.00 hrs):

Beiersdorf Aktiengesellschaft
Executive Board
Unnastrasse 48
20245 Hamburg, Germany
Fax: +49 40 4909-185000
E-mail: Investor.Relations@Beiersdorf.com

Shareholders' countermotions and proposals for elections in accordance with §§ 126 (1), 127 *AktG*

Shareholders can also submit countermotions to the Company to proposals made by the Executive Board and/or the Supervisory Board on specific agenda items. The reasons for countermotions must be given and the motions must be submitted exclusively to the following address. Countermotions that are otherwise addressed cannot be considered.

Beiersdorf Aktiengesellschaft
Investor Relations (Bf. 86)
Unnastrasse 48
20245 Hamburg, Germany
Fax: +49 40 4909-185000
E-mail: Investor.Relations@Beiersdorf.com

Shareholder agenda motions requiring to be made available will be published without delay on the Company's German website at **www.Beiersdorf.de/Hauptversammlung** (see **www.Beiersdorf.com/Annual_General_Meeting** for the English translation) together with the shareholder's name and the reasons for the motions requiring to be made available, provided that the motions together with the reasons for them are received by the Company no later than the end of April 11, 2012, (24.00 hrs). Any management statements will also be published on the above-mentioned website.

The information provided above also applies to shareholder proposals for the election of auditors or Supervisory Board members in accordance with § 127 *AktG* and to the publication of such proposals. However, no reasons must be given for shareholder election proposals.

Right to information in accordance with § 131 (1) *AktG*

Any shareholder who requests information on Company matters from the Executive Board at the Annual General Meeting must be provided with such information to the extent that it is required for an adequate judgment of the agenda. The obligation to provide information also applies to the legal and business relationships of the Company with an affiliated company, to the extent that this is required for an adequate judgment of the agenda.

Publication in the *elektronischer Bundesanzeiger* (electronic Federal Gazette) and information on the Company's website

This notification of the convening of the Annual General Meeting was published in the *elektronischer Bundesanzeiger* (electronic Federal Gazette) on March 1, 2012; the revised version of agenda item 6 (Supplementary election to the Supervisory Board) was published on March 16, 2012. The notification of the convening of the Annual General Meeting, the documents required to be published, and additional information, particularly more detailed explanations on the rights of the shareholders pursuant to §§ 122 (2), 126 (1), 127, and 131 (1) *AktG*, can also be accessed at the Company's German website at **www.Beiersdorf.de/Hauptversammlung** (see **www.Beiersdorf.com/Annual_General_Meeting** for the English translation).

Hamburg, March 2012
Beiersdorf Aktiengesellschaft
The Executive Board

Contact Information

→ Published by

Beiersdorf Aktiengesellschaft

Corporate Communications

Unnastrasse 48, 20245 Hamburg, Germany

→ Additional Information

Corporate Communications

Telephone: +49 40 4909-2001

E-mail: CorporateCommunications@Beiersdorf.com

Investor Relations

Telephone: +49 40 4909-5000

E-mail: Investor.Relations@Beiersdorf.com

Beiersdorf on the Internet

www.Beiersdorf.com