

QUARTERLY STATEMENT JAN. - SEP. 2023

Hamburg, October 25th, 2023
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Beiersdorf



CONTINUING **DOUBLE DIGIT SALES GROWTH**

Consumer	tesa	Group
+13.6%	+1.3%	+11.2%

Organic Sales Growth Jan. - Sept.



OUTPERFORMANCE OF NIVEA AND DERMA DRIVES OVERALL GROWTH

Single Q3 2023

+15.8%
NIVEA

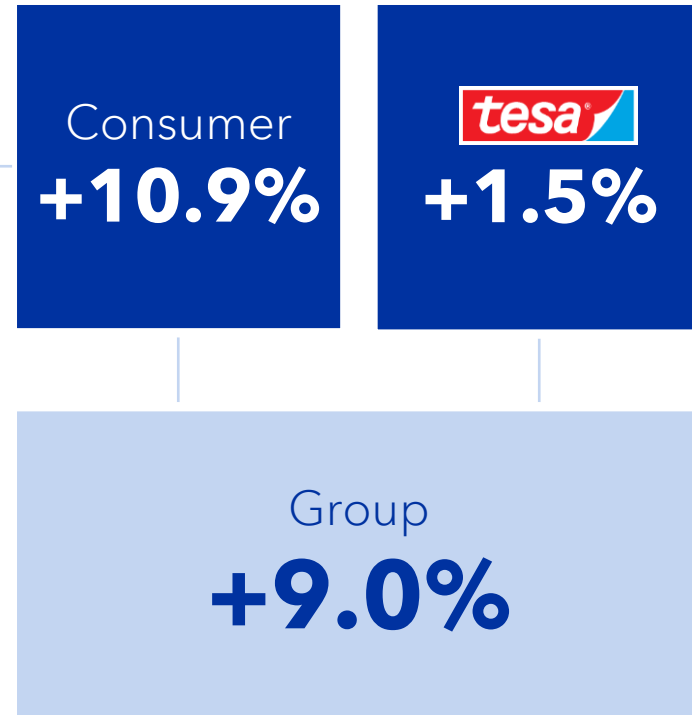
+22.2%
DERMA

+2.0%
HEALTHCARE

-27.6%
LA PRAIRIE



LA PRAIRIE
SWITZERLAND



Organic sales growth; NIVEA includes Labello

THE DERMA SUCCESS STORY CONTINUES

Derma Q3
+22.2%



+28% eCom growth via strategic digital focus



Eucerin Sun outperforming around the globe



Successful **Thiamidol** relaunch in Anti-Age



+43% sales growth in LATAM





REVIEW Q3 2023 - LA PRAIRIE

SET LA PRAIRIE UP FOR SUCCESS IN 2024

Headwinds

Reduction of Daigou business
Substantial destocking in Hainan
Negative market domestic China

Q3 Highlights

Travel retail outside CN/KR +50%
Japan +50%, Hong Kong +40%
US back to growth

2023

Proactively **cleaning up inventory** at retail

Mid-single digit **sell-out growth** vs. Q3 2022

FRESH START IN 2024

Stronger **innovation** pipeline

TikTok focus

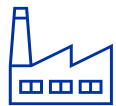
New stores in China

DRIVING GROWTH IN EMERGING MARKETS

Emerging Markets
+18.3%



Strategic growth drivers



Invest in Capacities



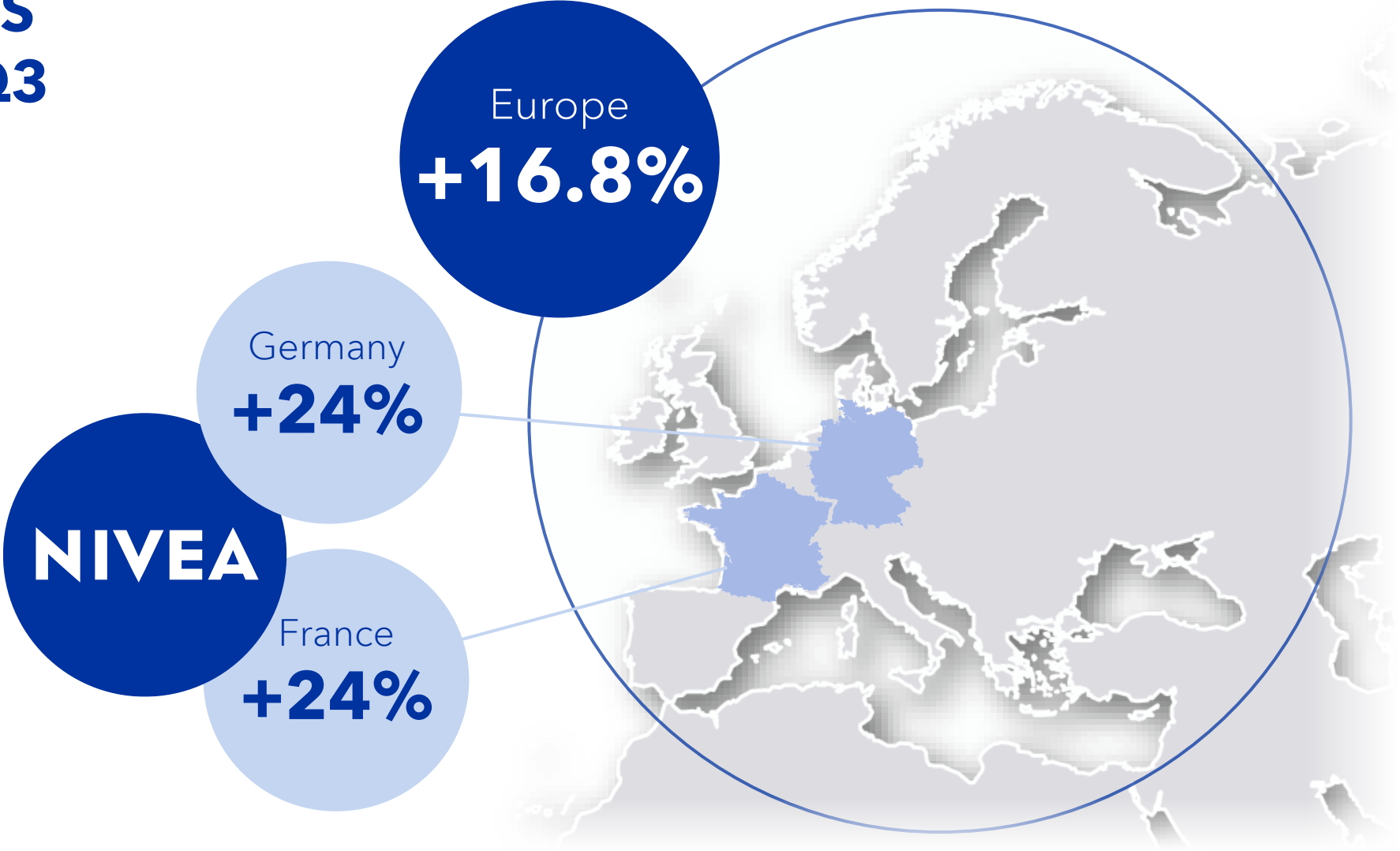
Focus on Face Care



Digital Execution



STRONG SALES GROWTH IN Q3



NIVEA

Organic Sales Growth NIVEA incl. Labello Single Q3

FRANCE: STRONGEST QUARTER EVER

 Digital excellence
+72% eCom Sales

Innovation drives growth
+60% Luminous

+24%

Sales Growth Q3



Key category mix
Face, Body and Deo
outperforming



Strong core portfolio
Main driver of total growth





REVIEW Q3 2023 - NIVEA GERMANY

GERMANY: OUTSTANDING PERFORMANCE IN HOME MARKET

Attract with
innovative launches
+68% Luminous



Rejuvenate
bestsellers
+42% Q10

Most trusted brand for the
23rd consecutive year
#1 position in 7 of 8
top categories



TOGETHER WE GROW.



BEIERSDORF CAMPUS
NEW GLOBAL HEADQUARTERS

INVESTING TO INSPIRE GLOBAL GROWTH & INNOVATION

OUR GERMAN
POWERHOUSE



Strengthening **key market**
Germany



> **EUR 500 million** invested



For long-term success, a sus-
tainable future and our people



NEW PRODUCTION CENTER
SUSTAINABLE MANUFACTURING IN LEIPZIG



SUSTAINABLE & SUCCESSFUL TRANSFORMATION

RELAUNCH OF BESTSELLER & ICON

4 years
development



Kept performance & sensorial profile

Increased renewability & biodegradability

Reduced footprint



Sustainability
aspect as integral communicative part of relaunch



new formula
- 40% CO₂e
emissions



+ 51% organic sales growth in Germany, first country to relaunch

Organic Sales Growth NIVEA incl. Labello Q3

TOGETHER WE GO BEYOND.

OUR PROGRESS TOWARDS GENDER PARITY

50.3%

REPRESENTATION OF **WOMEN IN
GLOBAL MANAGEMENT POSITIONS**

AS OF SEPT 1ST

Reached our
Gender Parity
Ambition
18 months
ahead of
schedule!



A photograph of two women in a store. The woman on the left is wearing a white hijab and a light green top. The woman on the right is wearing a blue cardigan. They are both looking down at a small white product container held by the woman on the right. The background shows shelves with various items, including a brown paper bag and some greenery.

9M 2023 FINANCIALS

Sales

	Jan. - Sep. 2022	Jan. - Sep. 2023	Change	
	in € million	in € million	Nominal	Organic
Consumer	5,440	5,994	+10.2%	+13.6%
tesa	1,290	1,262	-2.2%	+1.3%
Group	6,730	7,256	+7.8%	+11.2%

CONSUMER

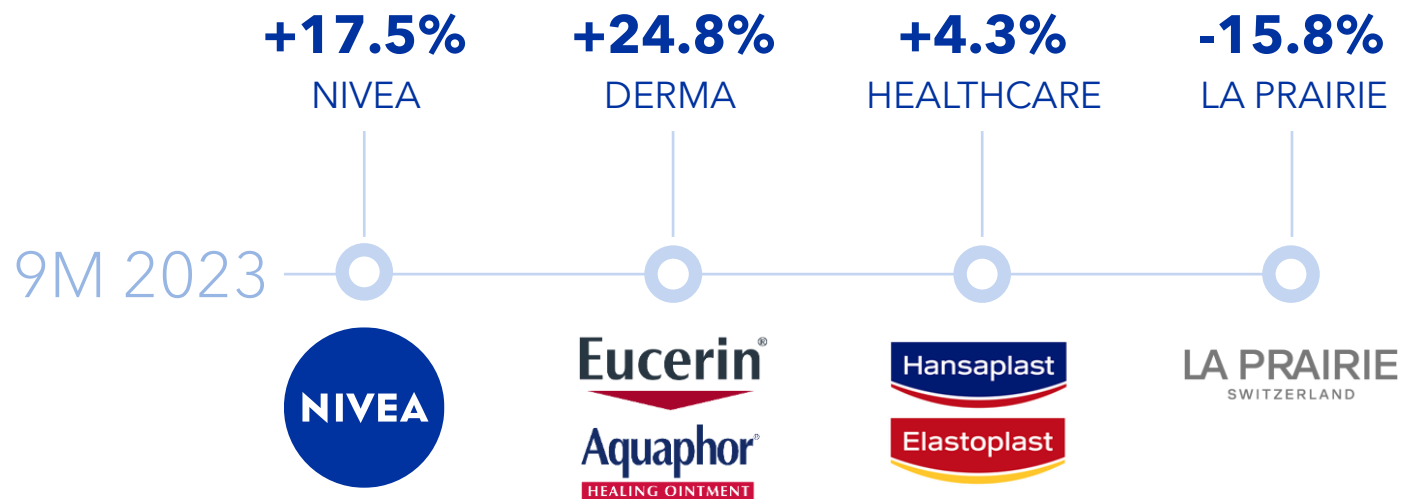
Organic sales growth in %





KEY FIGURES 9M 2023

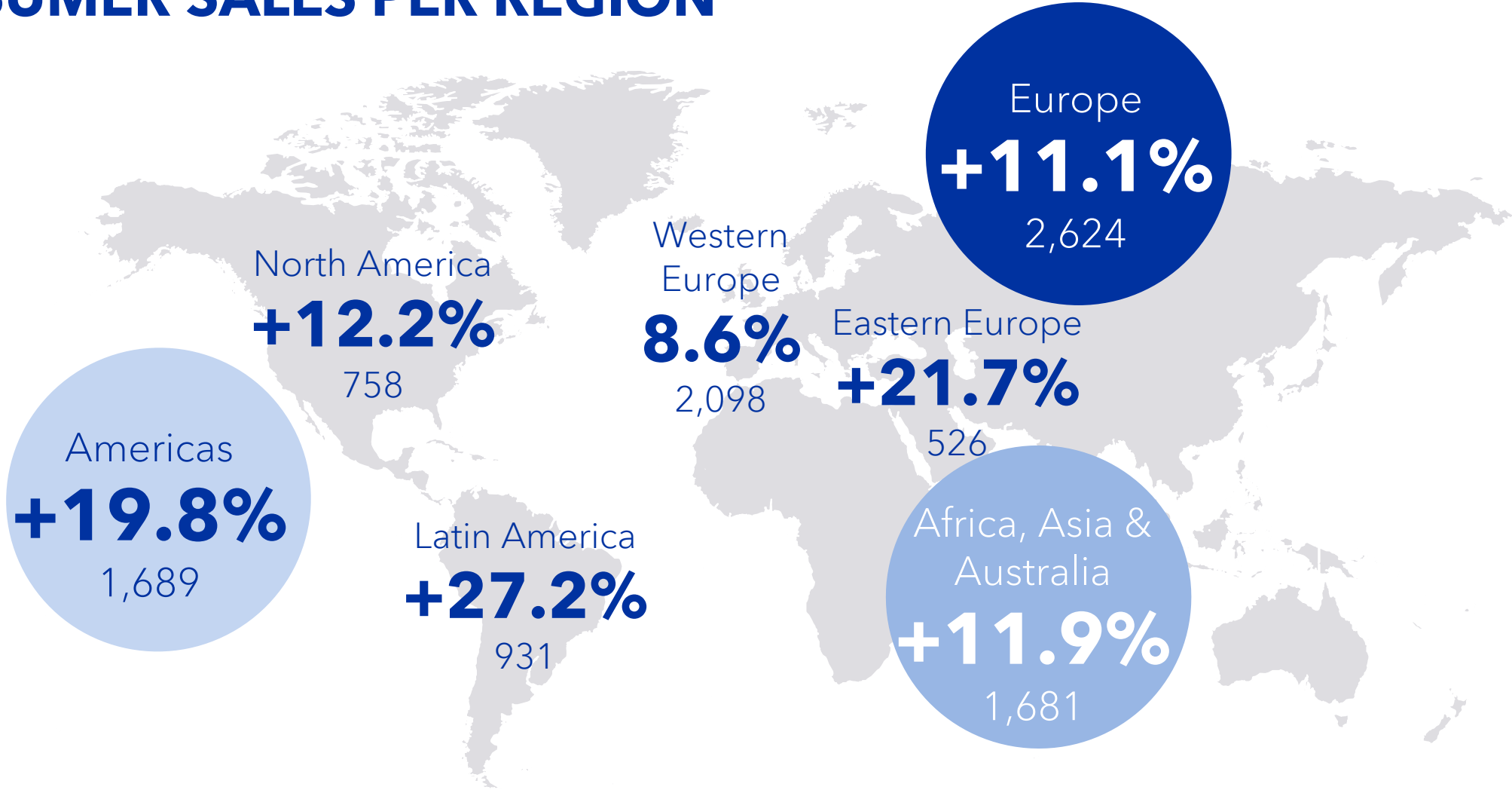
CONSUMER BRANDS



Organic sales growth, NIVEA includes Labello

KEY FIGURES 9M 2023 - CONSUMER

CONSUMER SALES PER REGION



Organic sales growth; Nominal sales in € million



Consumer

Growth despite declining markets via **sustainable** Innovations



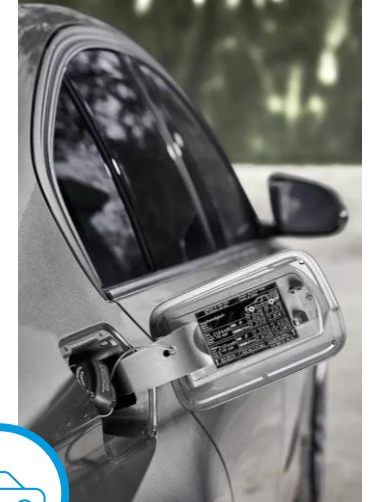
9M 2023: +1.3%

Q3: +1.5%

Organic sales growth

Industry

Strong product pipeline in **automotive** leading the growth



Future growth

new production site in Haiphong, Vietnam serving fast-growing **Asian market**



GUIDANCE FY 2023

Consumer

- Low-double-digit organic sales growth
 - EBIT margin +50bps vs previous year
-

tesa

- Low- to mid-single-digit organic sales growth
 - EBIT margin slightly below previous year's level
-

2022 data for reference (excluding special factors):

Consumer EBIT 12.3%

tesa EBIT 16.7%

Group EBIT 13.2%

Total Group

- Low-double-digit organic sales growth
- EBIT margin slightly above previous year's level

Note: Sales development is on an organic basis - profit development is based on ongoing operations (excluding special factors)

**THANK
YOU**

