



**Capital
Markets
Day**
9 June 2022
Grita Loeb sack



Agenda

We are Skincare

**Globalising and
Modernizing
our Brand**



We are Skincare



Not just another
Skincare Brand but an **Icon**





Track record of Breakthrough Innovations opening new Categories



A photograph of three women embracing each other from behind, set against a warm sunset background. The women are of diverse ethnicities and are dressed in casual, colorful clothing. The scene is intimate and emotional, with the sun low on the horizon, creating a golden glow. A semi-transparent blue rounded rectangle is overlaid on the center of the image, containing white text.

Global Brand Priorities

- **Win in Skincare:** Face / Body / Sun
- Increase **Innovation** and support the **Core**
- **Seize Opportunities:** China / US / India / Brazil
- Manage **NIVEA** as a **Global Brand**
- **Speed up Digitalization**



Our Performance is accelerating, particularly in Skin Care

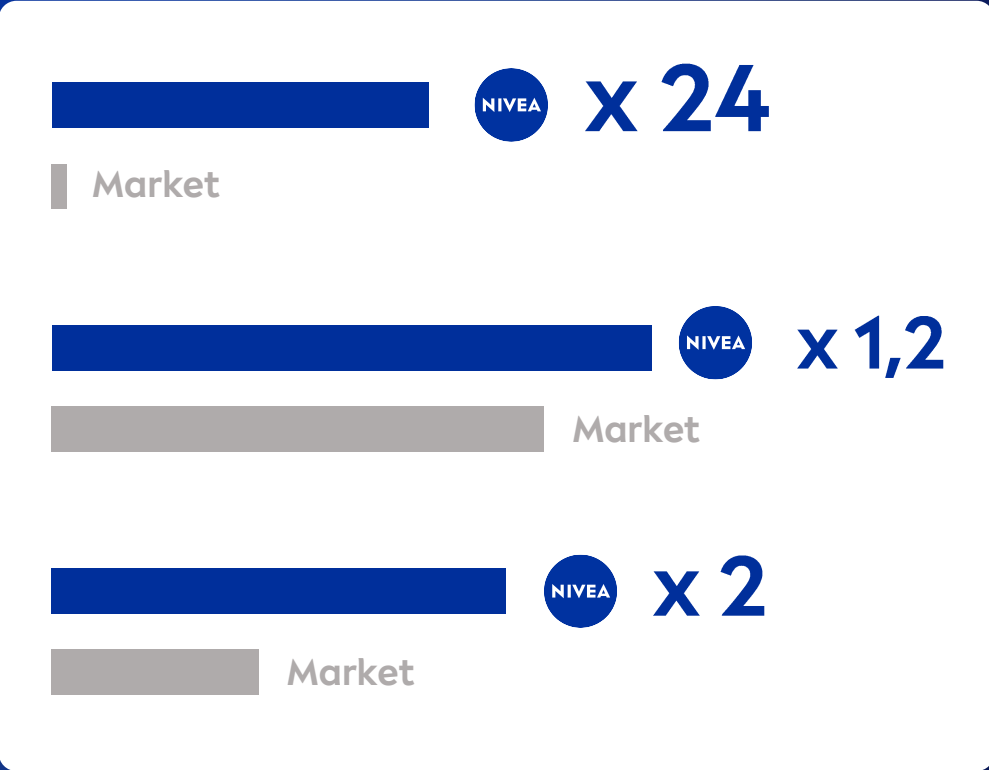
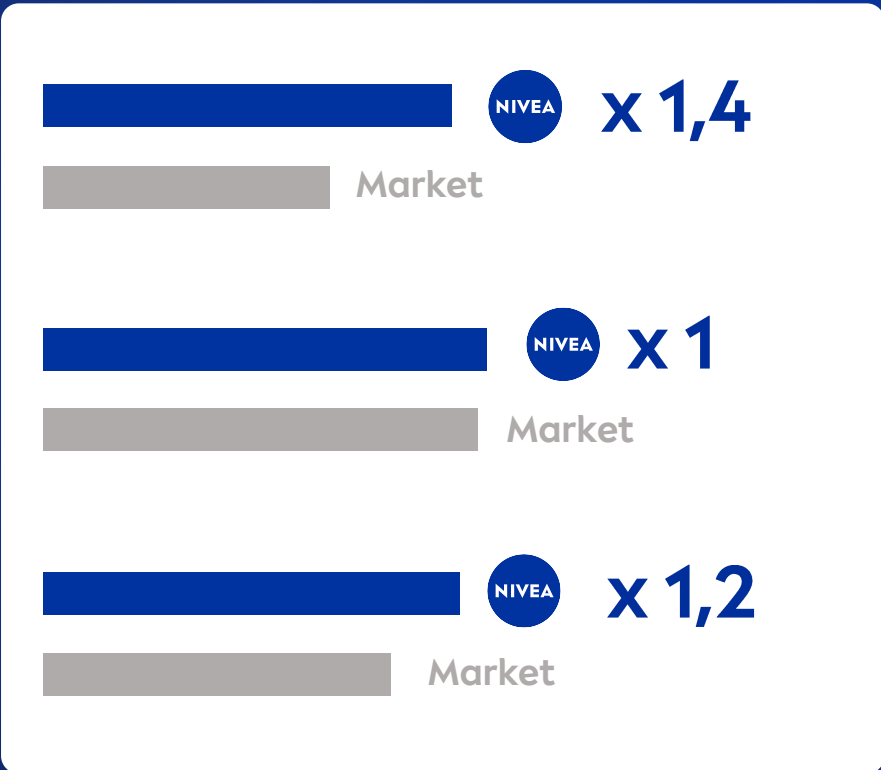
Skin Care

Personal Care

Top 8 Categories

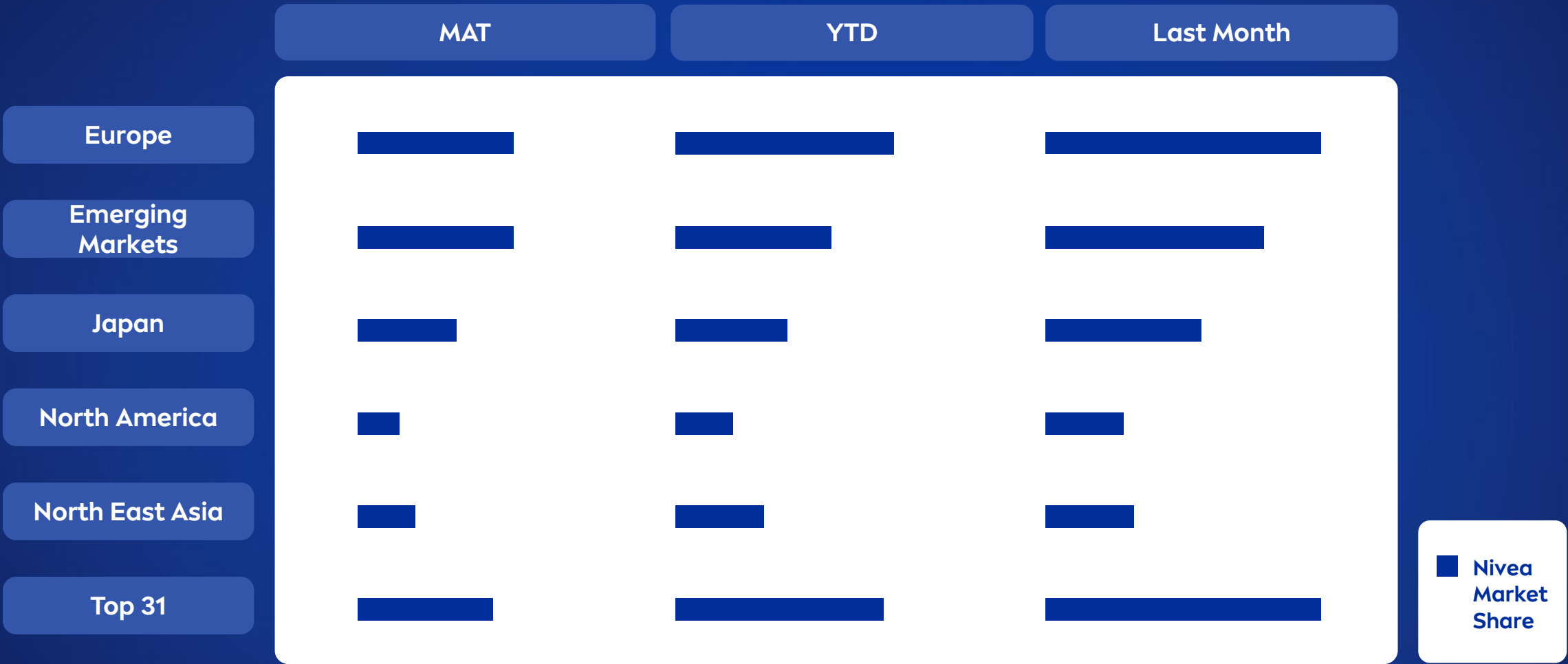
MAT CY

YTD CY





And NIVEA is growing in all Regions!



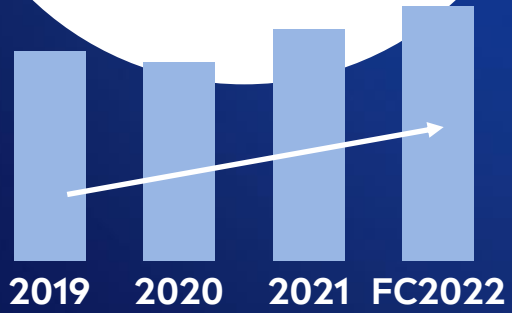


We are growing OUR Skin Care Categories

Face Care



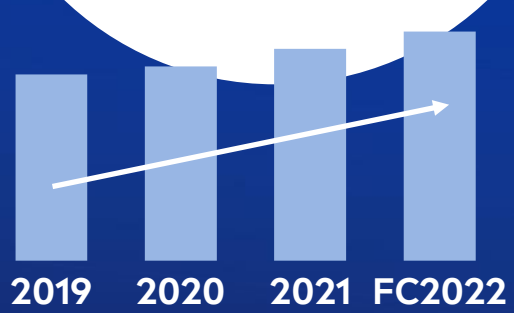
+ 21%



Body Care



+ 23%

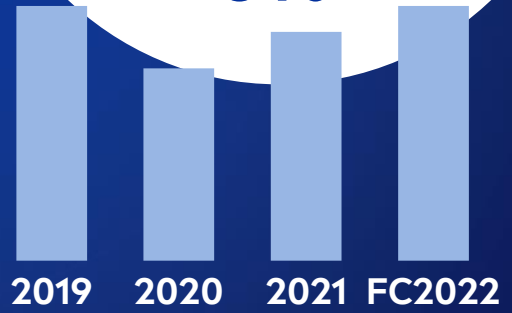


Sun



0%

+30%
2022
YTD May



Back to pre-Covid level



Luminous Revolution



Anti Spot
Masterclass
POWERED BY LUMINOUS⁶³⁰



#1 Serum in Europe

#1 Best Selling NIVEA Face Product

>1 mio Consumers loved it

Highest Price ever Index 480
vs. NIVEA Daily Moisturiser

2022 Ambition:
N. 1 Even Skin Tone

Nr.1 Serum: Nielsen Face Care Serum Category Europe, Value Sales MAT Feb 2022

Nr.1 Best-selling Face product: Internal B.One Net Sales Tracking MAT May 2022, NIVEA FACE CARE, SKU level.

"1 mio consumers loved it": NielsenIQ, Market Track, Face Care market, Anti Spot Serum analysis in 33 countries (client defined), Unit Sales, Oct 2020 – Jan 2022.



#1 Franchise

25 Years of Research

61 Countries

N. 1 „Anti-Wrinkle“ brand globally



12-15 May 22

>200 scientists on Q10 advances



Advanced Skin Science for younger looking Skin

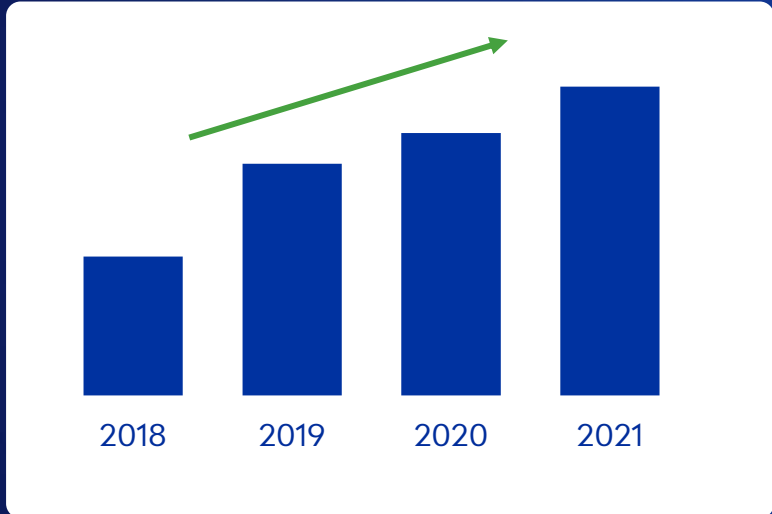
- **International Science Publication**
- Cellular advantage: **Clean Formula**
No parabens, **No** mineral oil, **No** microplastic,
No critical UV-filters

+23% sales growth vs. PY*



Body accelerating with focus on core

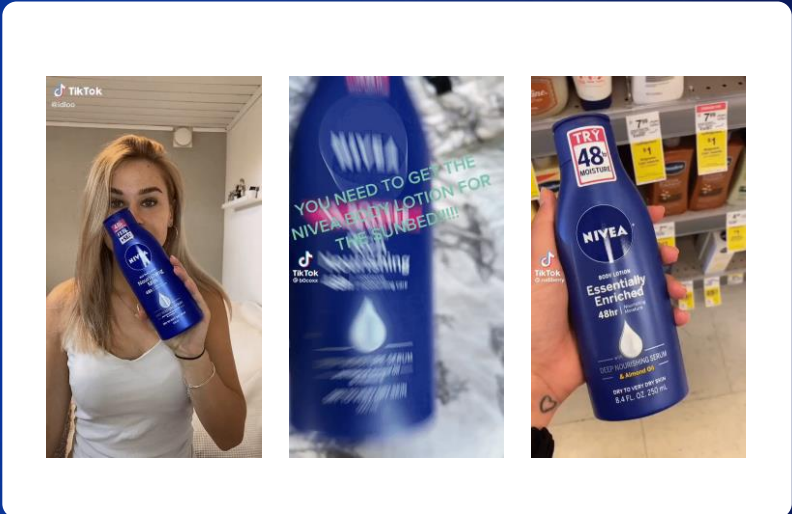
Continued Market Share Growth of Blockbusters



NIVEA #1:
2x next competitor



Body penetration & skin care trust driver





Powering up the core in 2022 '5 in 1' Complete Care

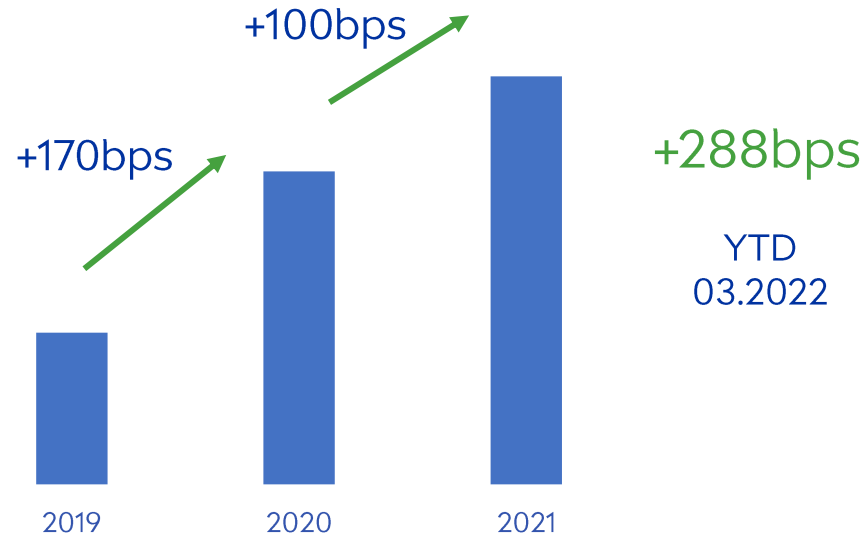




World's
Nº1
Sun Care Brand*

Sun Success Story

Consecutive years of MS Growth



Growing with **FACE**



Maximizing the **CORE**



Driving sustainability (leadership)



NIVEA SUN offers Sun Protection with added **Skin Care**

**Globalising and
Modernizing
our Brand**

First in Consumers' minds



#1

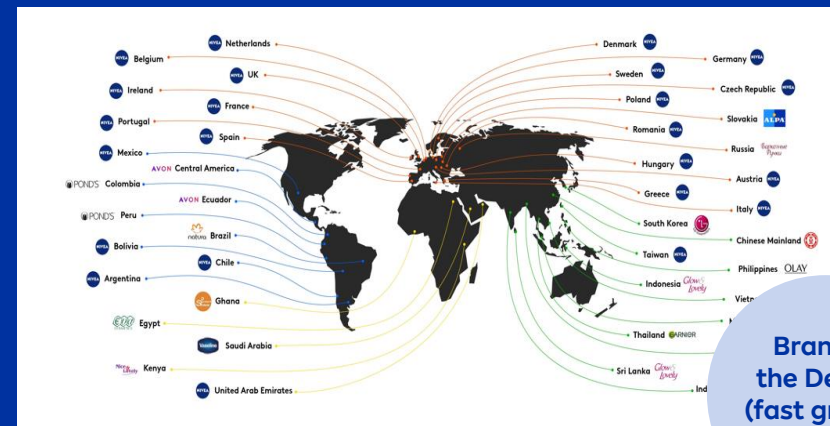
Top of Mind Awareness
12 out of 15 markets

BHT top 15 markets 2021

US, CN, IN w/ room to grow

NIVEA

Most chosen skincare brand worldwide



Brand of
the Decade
(fast growth)
Kantar 2022*

#1 in 23 markets
Kantar Footprint 2021

Strength



leading in

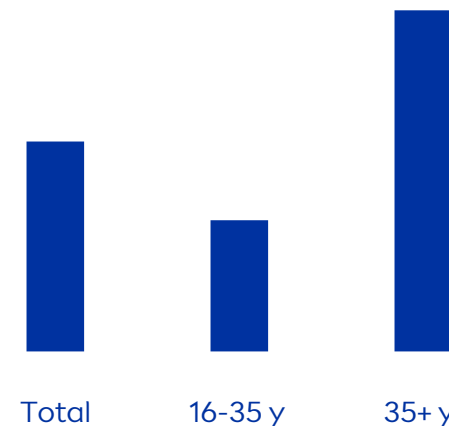
Protects the skin
Trusted brand
For everyone
Products for the whole family

IMAGE - BHT top 15 markets 2021

Opportunities

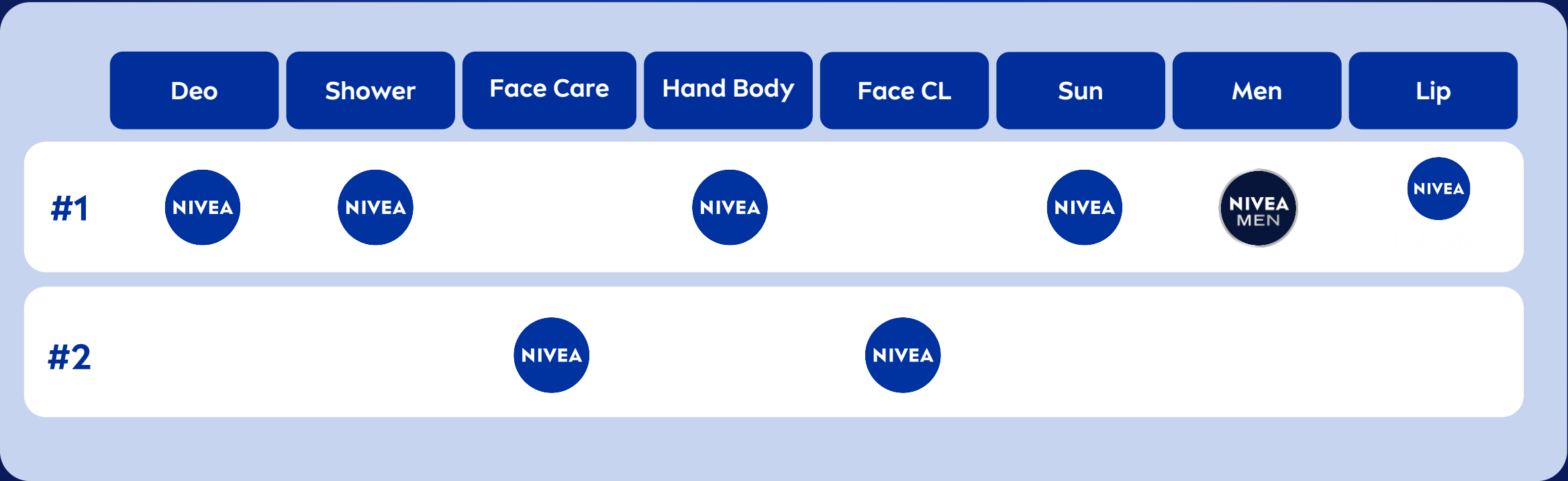
Level up younger target

NIVEA Footprint
smallest in younger target
true for AWARE & PURCHASE





Strong Market Positions where we play: 6 out of 8 No. 1





NIVEA #1 Asset
But not managed as a
Global Brand



The logo was for quite a time the only item, that provides cohesion holding an enormous range together.

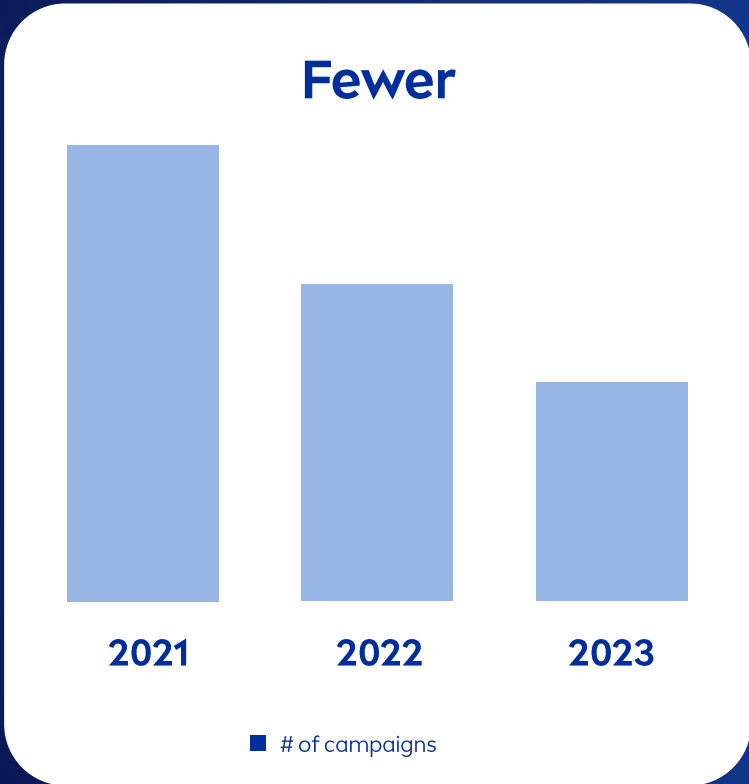




NIVEA

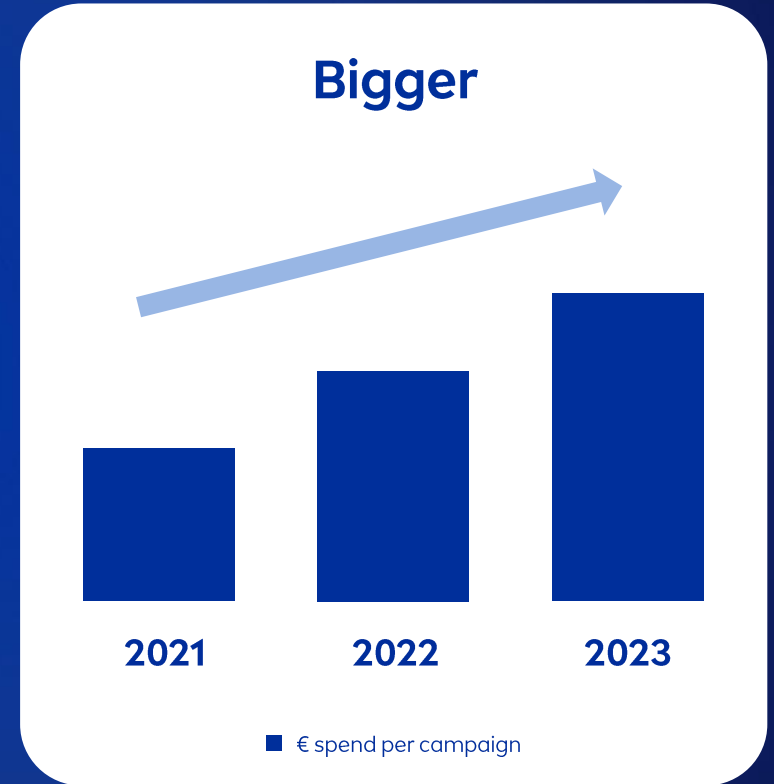


Fewer, better, bigger Campaigns



Better

Increased # of assets:
Up to 70 standard assets; pre-defined per campaign type incl. digital & PoS/eCom



5

Digital Priorities by 2025

01

Mastering Precision
Marketing at scale

02

Winning consumer
connections

03

Outperforming
in e-Commerce

04

Building digital marketing
function

05

Data at the core
to drive ROI



Reinforcing our Talent with Appointment of Chief Digital Officer Axel Adida



Axel Adida

(1st of July 2022)

SANOFI 2021-2022
Head of Digital

BCG 2019-2020
Senior Advisor

L'ORÉAL 2014-2019

Digital COO

Transformed L'Oréal advertising to digital marketing

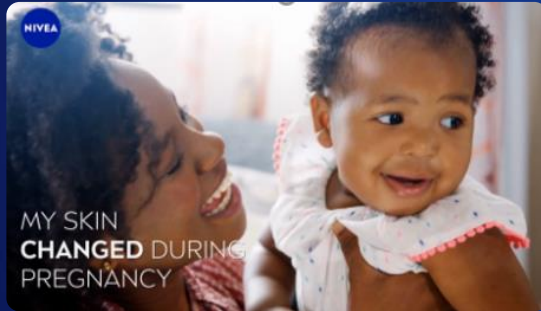
- Led precision marketing
- Deals with media, technology, data and services (end 2 end)
- Digital cockpit setup and implementation
- E-Commerce shelf excellence & Websites



Data driven Luminous campaign



Media KPIs
In average Return on Advertising Spend:
Over 250 vs benchmark





Soft adopted by Youth



Media KPIs

Click through rate:
160 vs benchmark



NIVEA Skin guide high quality 1st Party Skin data



- 2022
Integration into online retailers with great turnover uplift
- 2020+
Launch of Skin Guide and roll out across Europe 15 years of skin research
- >2 Mio
selfies analysed
- 700 k
unique users
- 20
markets
- 2015-today
Skin Data Panel via Skinly, inhouse AI
- 2006-2009
First generator large POS scan



Sustainability



Making Nivea future-ready Superior Care for the Skin & love for the Planet



Formula (2022)



Hydration
for soft skin



Vitamin E &
100% natural
Jojoba oil



Vegan
Formula



Good for the Skin &
for the Planet
Climate-friendly



100% Climate
Neutralized



Advanced Skin science committed to sustainability



- **SUPERIOR FORMULATIONS**

- **CLEAN FORMULATIONS**

- **NO** Controversial UV-Filters,
- **NO** Parabens,
- **NO** Mineral Oil,
- **NO** Microplastic,
- **NO** Allergens in Fragrance

- **SUSTAINABLE PACKAGING**

Continuous implementation of packaging made with recycled plastic to reduce plastic waste.

NIVEA proves that advanced face care can deliver exceptional skin results while promoting more sustainable practices.

Key Messages

- We will continue to **focus** on **Skin // ++ Face Care**
- Increase **innovations** while rejuvenating our **core** blockbusters
- Seize **China, US, India** Face, **opportunities**
- **Global Brand** leadership
- Increase **Marketing effectiveness**
- Make **NIVEA future ready**



Thank You