



Beiersdorf

RESULTS Q1 2016

May 4, 2016

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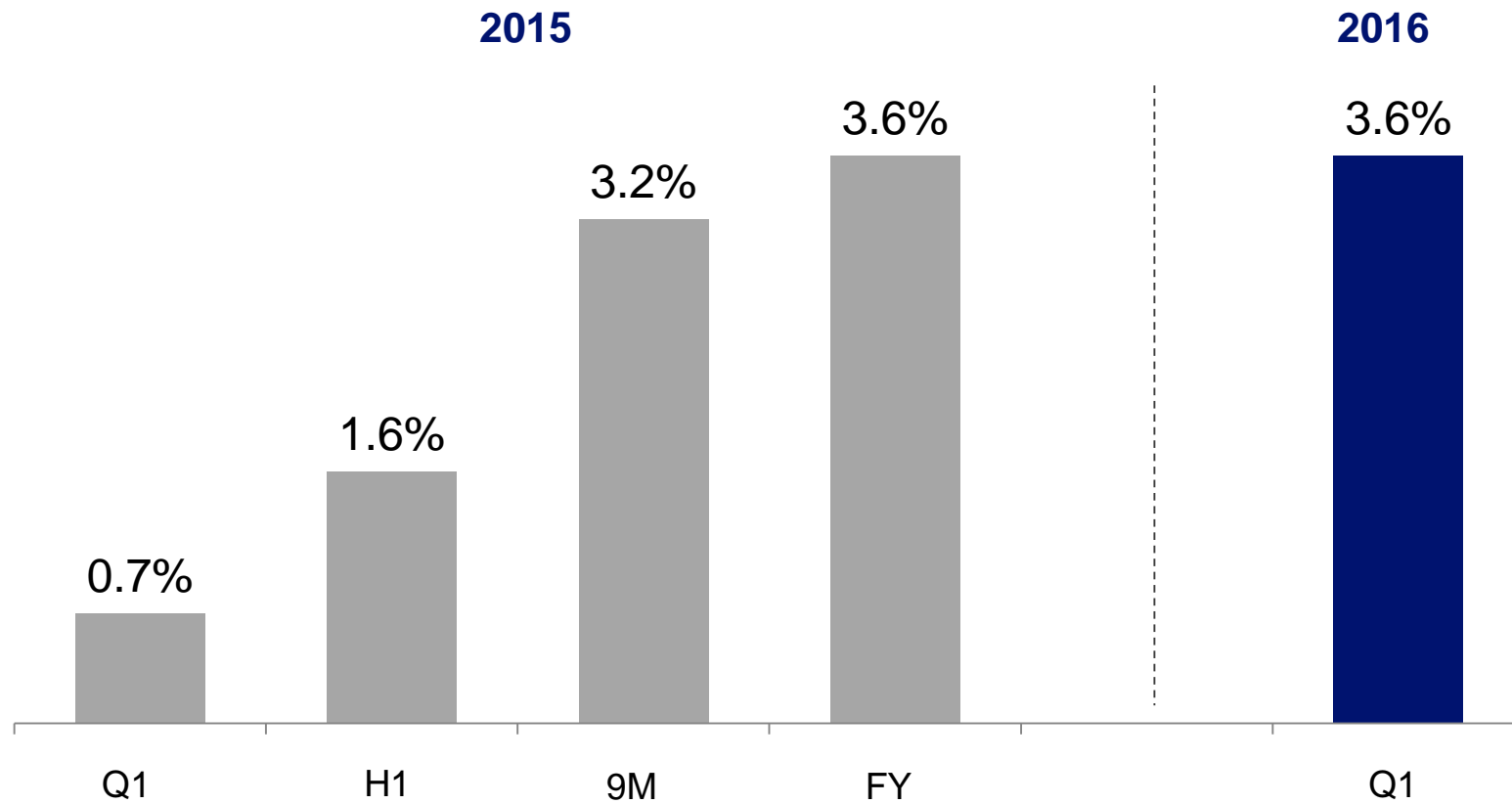
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SALES FIGURES – GROUP, CONSUMER, tesa

	Jan. – Mar. 2015	Jan. – Mar. 2016	Change	
	mill. €	mill. €	<i>nominal</i> in %	<i>organic</i> in %
Sales Consumer	1,411	1,396	-1.1	3.6
Sales tesa	295	277	-5.9	-3.2
Sales Group	1,706	1,673	-1.9	2.4

CONSUMER SALES GROWTH*

* Sales Growth in % on an organic basis



CONSUMER SALES PER REGION

	Jan. – Mar. 2015	Jan. – Mar. 2016	Change	
	mill. €	mill. €	<i>nominal</i> in %	<i>organic</i> in %
Europe	717	720	0.5	3.2
Western Europe	587	593	0.9	2.0
Eastern Europe	130	127	-1.5	8.5
Americas	272	247	-9.6	-1.2
North America	119	114	-4.7	-4.3
Latin America	153	133	-13.3	1.3
Africa/Asia/Australia	422	429	1.8	7.3
Total Consumer	1,411	1,396	-1.1	3.6

BLUE AGENDA

BLUE AGENDA

Blue »
Agenda

We will be the No. 1 Skin Care company in our relevant categories and markets.

We Are Skin Care
Closest to Markets

We are small and act with maximum focus, speed and efficiency.

Fast & Flexible
Lean & Efficient

We combine leading brands, big innovations and world-class advertising.

Leading Brands
Big Innovations
World-Class Advertising
Shopper Connectivity

We are Beiersdorf ... we are unique!

One Team
Top Talent
Values & Culture



KEY DRIVERS

- Brand
- Innovation
- Markets
- People

BRAND



INNOVATION



MEN Creme



Care Creme



Protect & Care

INNOVATION



Face Originals



Face In-Shower



Sun Roll-On

GUIDANCE 2016

Sales development on an organic basis
Profit development on an operative basis

Consumer

- Sales growth 3-4%
- EBIT margin slightly above previous year



tesa

- Sales growth slightly above previous year
- EBIT margin slightly below previous year



Total Group

- Sales growth 3-4%
- EBIT margin slightly above previous year
- PAT margin slightly above previous year

2015 data for reference (excluding special factors):

- Consumer EBIT 13.9%
- tesa EBIT 16.8%
- Group EBIT 14.4%
- Group Profit After Tax Margin 10.0%

Questions and Answers

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