



# Beiersdorf

## QUARTERLY STATEMENT JANUARY – MARCH 2018

May 8th, 2018

# SALES DEVELOPMENT

	Jan. – Mar. 2017	Jan. – Mar. 2018	Change	
	mill. €	mill. €	<i>nominal</i> in %	<i>organic</i> in %
<b>Sales Consumer</b>	1,484	1,478	-0.3	6.1
<b>Sales tesa</b>	317	329	3.6	8.5
<b>Sales Group</b>	<b>1,801</b>	<b>1,807</b>	<b>0.4</b>	<b>6.5</b>

# tesa – GROWTH

	Jan. – Mar. 2017	Jan. – Mar. 2018	Change	
	mill. €	mill. €	<i>nominal</i> in %	<i>organic</i> in %
Europe	182	187	2.6	3.7
Americas	47	49	3.7	18.2
Africa/Asia/Australia	88	93	5.9	13.9
<b>Total tesa</b>	<b>317</b>	<b>329</b>	<b>3.6</b>	<b>8.5</b>

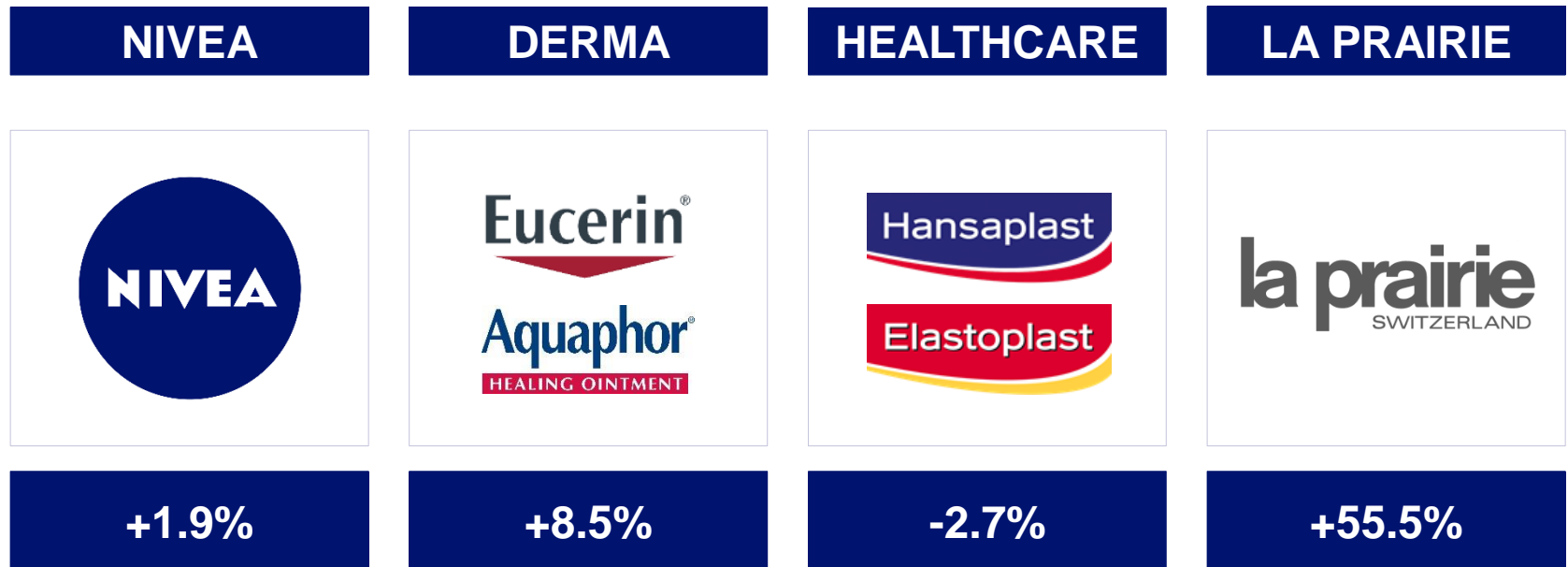
## Direct Industries



## Trade Markets



# CONSUMER – GROWTH



# CONSUMER – REGIONS

	Jan. – Mar. 2017	Jan. – Mar. 2018	Change	
	mill. €	mill. €	<i>nominal</i> in %	<i>organic</i> in %
Europe	748	765	2.2	4.3
Western Europe	597	614	2.8	4.2
Eastern Europe	151	151	0.0	4.5
Americas	278	247	-10.7	1.6
North America	117	110	-5.8	8.3
Latin America	161	137	-14.3	-3.4
Africa/Asia/Australia	458	466	1.8	11.9
<b>Total Consumer</b>	<b>1,484</b>	<b>1,478</b>	<b>-0.3</b>	<b>6.1</b>

# THE SUCCESS MODEL

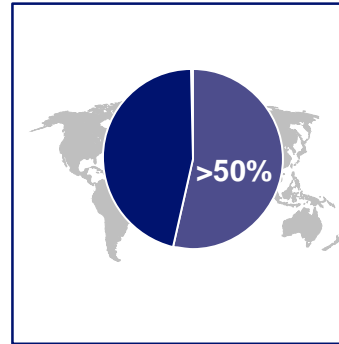
## BRANDS



## INNOVATIONS



## MARKETS



## EFFICIENCY



## BLUE & BEYOND



## DIGITAL ACCELERATION



# INNOVATION – HIGHLIGHTS

## DEO



# INNOVATION – HIGHLIGHTS

## SUN

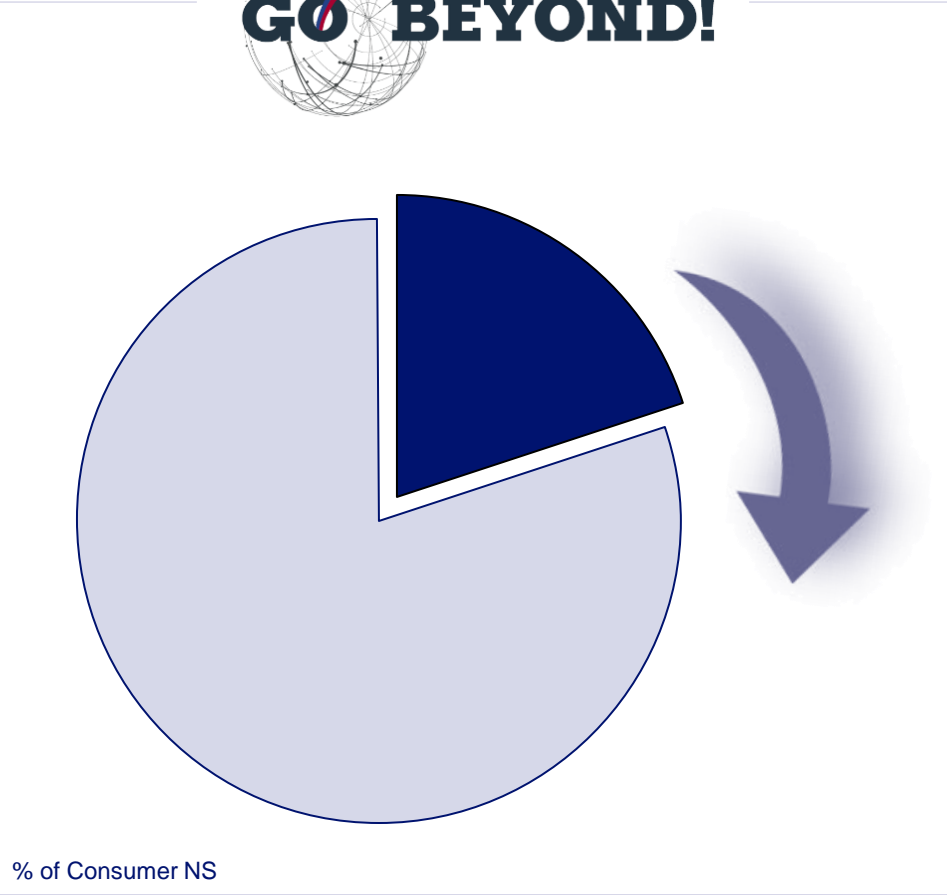
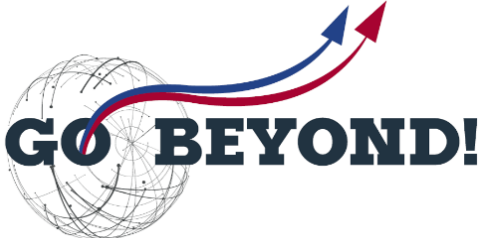


## MEN

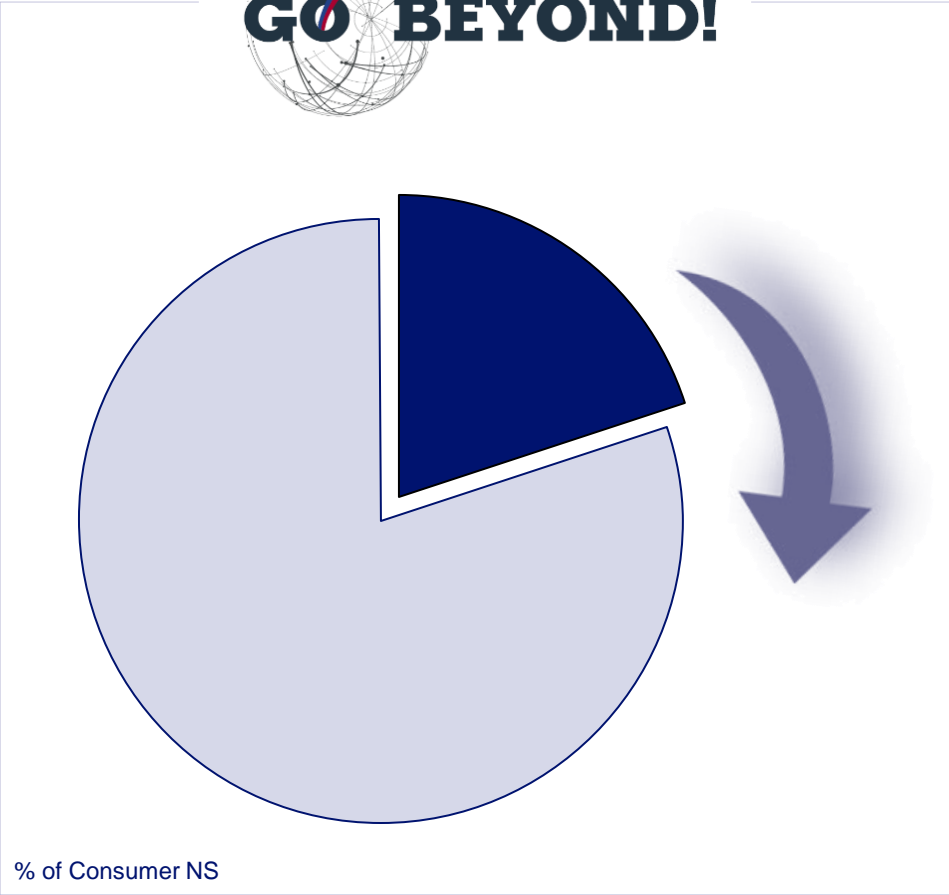
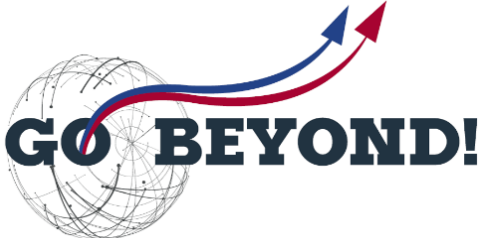




# BLUE & BEYOND



# BLUE & BEYOND



# DIGITALIZATION



**DIGITAL MARKETING**

**DIGITAL TECHNOLOGIES**

**R&D APPLICATIONS**

**E-COMMERCE**

**DIGITAL SKILLS**

# GUIDANCE 2018

## Consumer

- Sales growth 4-5%
- EBIT margin slightly above previous year



## tesa

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



## Total Group

- Sales growth around 4%
- EBIT margin at the same level as previous year
- PAT margin significantly above previous year

### 2017 data for reference (excluding special factors):

- Consumer EBIT 15.2%
- tesa EBIT 16.5%
- Group EBIT 15.4%
- Group Profit After Tax Margin 9.8%

Note: Sales development on an organic basis – Profit development on an operative basis

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# CONFERENCE CALL Q1 2018

## Questions and Answers

# INVESTOR RELATIONS CONTACT

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