

FULL YEAR RESULTS 2021

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Beiersdorf

STRONG BUSINESS PERFORMANCE

GROUP
+9.7%

CONSUMER
+8.8%

TESA
+13.6%

Organic sales growth

FULL YEAR 2021
FINANCIALS

ASTRID
HERMANN

GROUP

	Jan. - Dec. 2020	Jan. - Dec. 2021	Change	
	Mil. €	Mil. €	Nominal	Organic
Sales	7,025	7,627	+8.6%	+9.7%
EBIT*	906	993		
Profit after tax*	636	699		
EBIT margin*	12.9%	13.0%		
Profit after tax margin*	9.1%	9.2%		
Earnings per share in €*	2.73	3.00		

*Excluding special factors

SEGMENTS

	Jan. - Dec. 2020	Jan. - Dec. 2021	Change	
	Mil. €	Mil. €	Nominal	Organic
Consumer				
Sales	5,700	6,129	+7.5%	+8.8%
EBIT*	702	740		
EBIT margin*	12.3%	12.1%		
tesa				
Sales	1,325	1,498	+13.1%	+13.6%
EBIT*	204	253		
EBIT margin*	15.4%	16.9%		

*Excluding special factors

CONSUMER

Organic sales growth in %



CONSUMER
BRANDS

NIVEA

DERMA

HEALTHCARE

LA PRAIRIE



Q4 2021

+1.7%

+15.6%

+11.0%

+6.1%

FY 2021

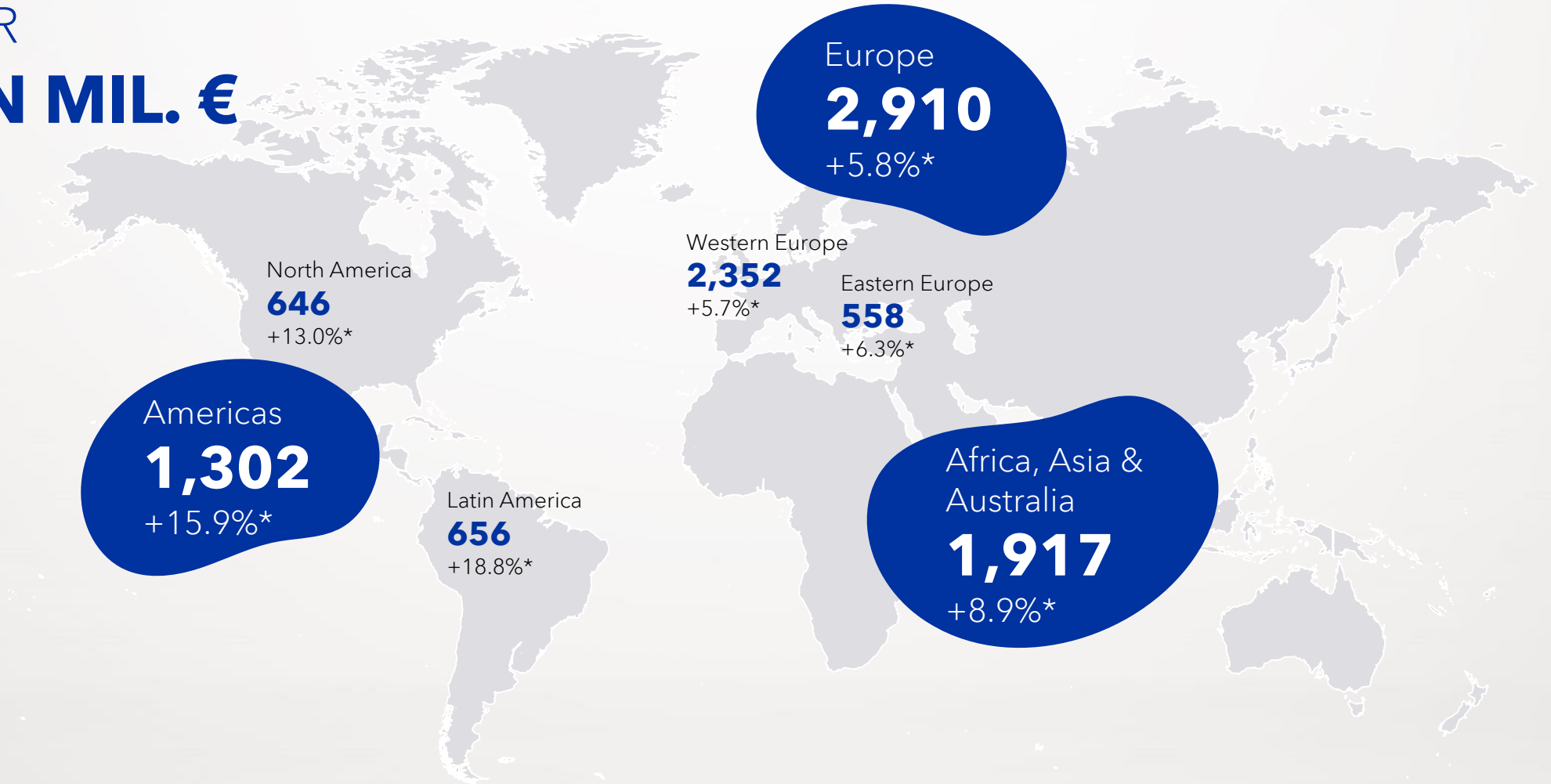
+5.5%

+19.5%

+13.7%

+20.1%

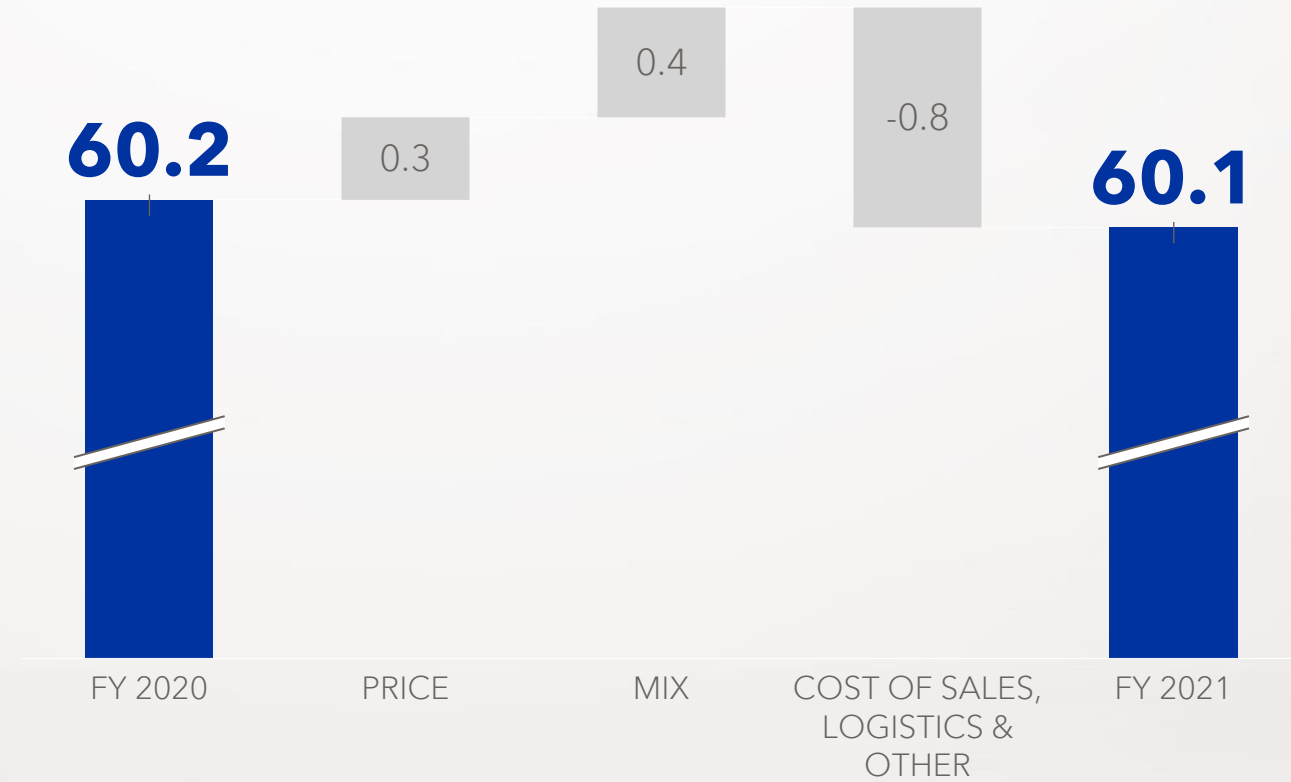
CONSUMER SALES IN MIL. €



* Organic growth

CONSUMER GROSS MARGIN

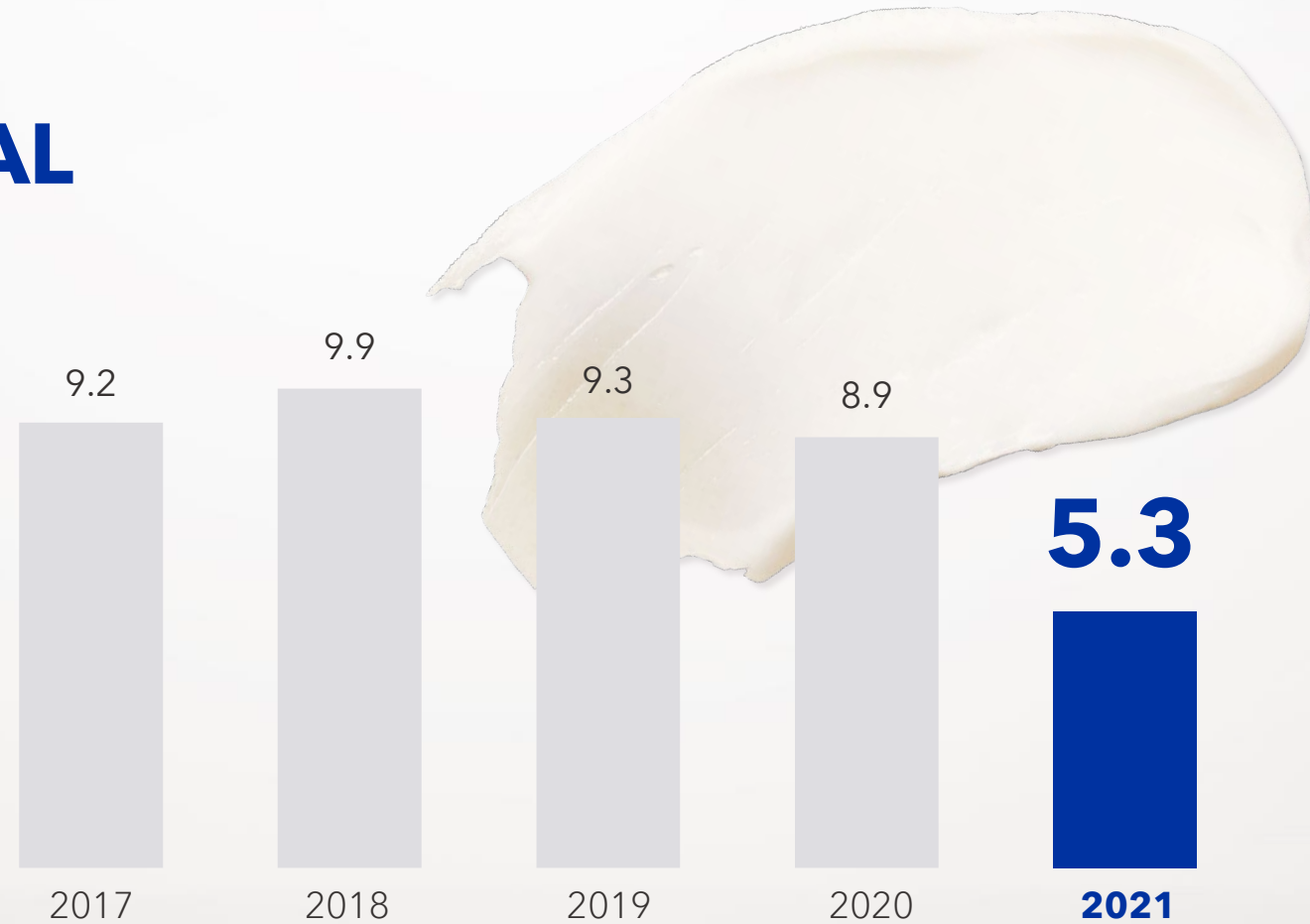
In % of consumer sales



@FX avg. 2020

CONSUMER WORKING CAPITAL

In % of consumer sales
(12-months rolling)



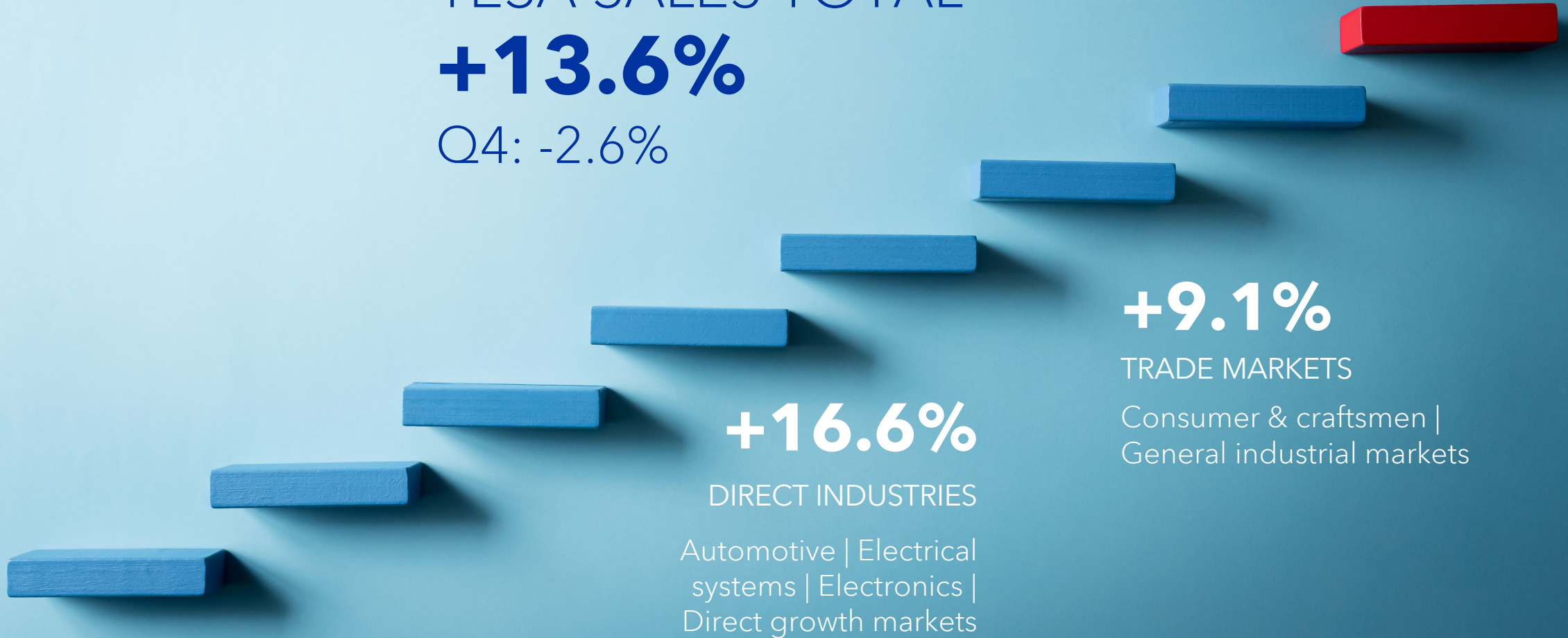
@FX avg. 2020



TESA SALES TOTAL

+13.6%

Q4: -2.6%



+16.6%

DIRECT INDUSTRIES

Automotive | Electrical systems | Electronics | Direct growth markets

+9.1%

TRADE MARKETS

Consumer & craftsmen | General industrial markets

CONTINUING THE SUCCESS STORY

Focus Areas





RESULTS 2021/
PRIORITIES
2022

♥ PRIORITIES 2022

ACCELERATE GROWTH WITH SELECTIVE SKIN CARE

OUTPERFORMING THE MARKET IN 2021

NET SALES

Q4 2021

FY 2021

+6.1% vs 2020
+30.0% vs 2019

+20.1%

RETAIL SALES

+26.0%

ACCELERATE GROWTH WITH SELECTIVE SKIN CARE

CHINA / HAINAN EXPANSION



Hainan Mission Hills, Jan 2022

E-COM ACCELERATION



CLIENT DATA CAPTURE



ACCELERATE GROWTH WITH SELECTIVE SKIN CARE



CHANTECAILLE

WILD ABOUT NATURE

♥ PRIORITIES 2022

REINVENT NIVEA AS GLOBAL SKIN CARE BRAND

2021

REINVENT NIVEA AS GLOBAL SKIN CARE BRAND C.A.R.E.+

EXPAND LEADERSHIP POSITION

Full global roll-out
in 38 countries

#1 Anti-Spot Serum
in Europe

Boosting historical
NIVEA face growth



AMBITION:

DOUBLING THE BUSINESS



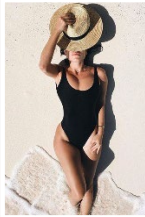
LUMINOUS 630[®]
PATENTED

Beiersdorf

LEVERAGING DIGITAL CAPABILITIES

Precision marketing

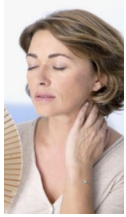
THIRD PARTY DATA BASED ON CONSUMER BEHAVIOR



SUN



YOUNG MOTHERS



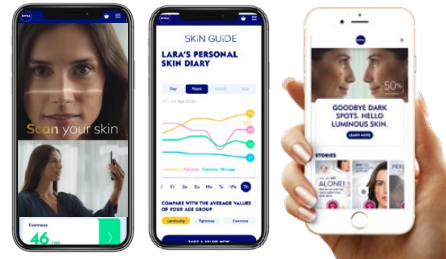
MENO PAUSE



OLDER AGE GROUP



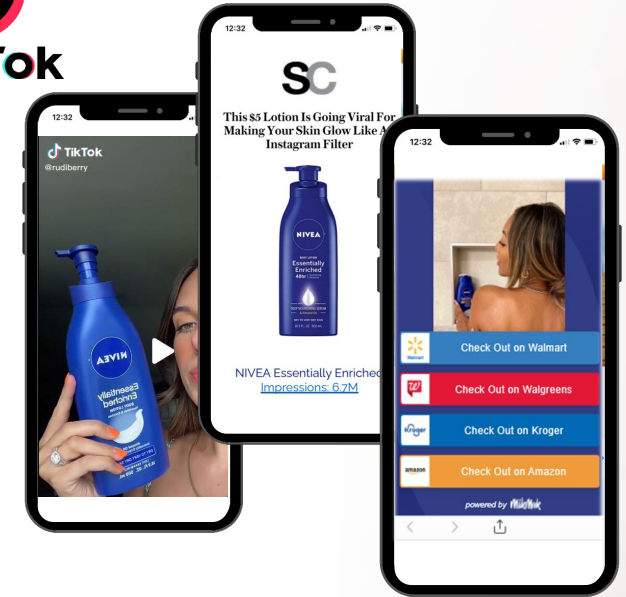
DATA FROM NIVEA SKINGUIDE & WEBSITE VISITS



INDIVIDUAL MESSAGES AND ROUTINES



New platforms, data & technology



2021

REINVENT NIVEA AS GLOBAL SKIN CARE BRAND

C.A.R.E.+

IMPLEMENTING SUSTAINABILITY IN OUR PRODUCTS

First 100% climate neutralized products

First 100% recycled aluminium cans

Climate friendly valve-system



100% climate neutralized
100% natural jojoba oil
Vegan formula

♥ PRIORITIES 2022

EMPOWER IMPACTFUL SKIN CARE INNOVATIONS

ACCELERATE INNOVATIONS BY ENHANCING R&D CAPABILITIES

Innovation Center New Jersey
Focus: Sun & Body



Innovation Center Hamburg
Focus: Skin Care Research & Technology



Innovation Center Shanghai
Focus: Skin Care (Asia)



2021

Strong innovation performance

Winning market shares - first time in 12 years

Double digit net sales growth



STRONG INNOVATION POWER

GAINING MOMENTUM IN 2022: PORTFOLIO UPGRADE

C.A.R.E+



COVERING WHITE SPOTS: EUCERIN SUN U.S. LAUNCH

Advanced Sun Protection
for individual skin needs
to support skin health



THE FUTURE OF CHINA IS FACE CARE



Lifting the **synergies** of Beiersdorf's face care portfolio



TMALL INNOVATION CENTER



Accelerate **innovation development agility** by extending partnerships

GUIDANCE 2022 & CONCLUSION

ASTRID HERMANN &
VINCENT WARNERY

GUIDANCE FY 2022

Consumer

- Organic sales growth mid-single digit
- EBIT margin slightly above previous year



tesa

- Organic sales growth mid-single digit
- EBIT margin noticeably below previous year's level



Total Group

- Organic sales growth mid-single digit
- EBIT margin at previous year's level

2021 data for reference (excluding special factors):

- Consumer EBIT **12.1%**
- tesa EBIT **16.9%**
- Group EBIT **13.0%**

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

ON TRACK TO BECOME THE LEADING SKIN CARE COMPANY

- We **expanded** our position in selective skin care
- We **outperformed** the face care market
- We **strengthened** our innovation power
- We **continue** to invest in **sustainability, innovation, digitalization and growth** as our key priorities
- We **delivered.**

Q&A