

Information on attendance at the Annual General Meeting and the appointment of proxies

Dear shareholders,

The following document contains important information and notices on attendance at the Annual General Meeting of our Company

on Thursday, April 29, 2010,
at 10.30 a.m. (doors open at 9.30 a.m.)
in the Congress Centrum Hamburg, Room 1,
Am Dammtor/Marseiller Strasse in Hamburg/Germany

and on the appointment of proxies.

Entitlement to attend by way of registration and proof of share ownership

According to § 18 of the company's Articles of Association shareholders are entitled to attend the Annual General Meeting and to exercise their voting rights if they have registered for the Annual General Meeting and submitted special proof of their share ownership prepared in *Textform* (written proof according to § 126b *Bürgerliches Gesetzbuch* (German Civil Code)) in German or English language by their custodian bank to the Company at the following address:

Beiersdorf Aktiengesellschaft
c/o HV AG
Georgenstrasse 20
92224 Amberg
Germany

Fax: +49 (0) 40 4909-187603
E-Mail: HV-Anmeldung@Beiersdorf.com

The proof of share ownership must refer to the beginning of April 8, 2010 (0.00 hrs, so-called record date) and must be received by the Company together with the registration under the above mentioned address **by April 22, 2010 (24.00 hrs) at the latest.**

In relation to the Company, only shareholders who have provided proof of ownership can attend the Annual General Meeting and vote. The entitlement to vote and the extent of the voting rights are determined solely by the shareholder's shareholdings on the record date.

After the registration and the proof of ownership have been entered at the above address, shareholders will receive entry cards indicating the number of votes to which the owner is entitled. To ensure the timely receipt of the entry cards, we request that you take care to submit the registration for the Annual General Meeting and the proof of your share ownership to the Company in good time.

Personal attendance ⁽⁵⁾

The entry card that will be sent to you allows you to attend the Annual General Meeting. Please present all of the entry cards in your possession at the desks at the entrance so that they can be registered. Only entry cards registered at this point will entitle the respective holder to vote. After they have been checked and registered, you will receive your attendance card/ballot paper in return. This

will allow you to move freely and to cast your vote on each of the individual agenda items.

Issuing of a proxy to a third party ^(1,5)

If you are unable to attend the Annual General Meeting in person, you may issue a proxy to another person, a shareholders' association or a credit institution. Even when a proxy is issued to a third party shareholders must submit their registration for the Annual General Meeting and the proof of share ownership in the manner described above by the deadline. As far as the proxy has not been issued to a credit institution, a shareholders' association, or other persons or institutions with equivalent status to these under the provisions of stock corporation law, the proxy, its revocation and proof of power of attorney (issued to the representative) must be issued in Textform (written proof according to § 126b BGB). To issue a proxy, we ask our shareholders to use the proxy form included with their entry card or the proxy form available on the Company's website at www.Beiersdorf.de/Hauptversammlung. The company will also send a proxy form to shareholders on request.

Proof of power of attorney (issued to the representative) can be provided by the representative presenting the power of attorney at the point of access control on the day of the Annual General Meeting. Alternatively it can also be sent to the Company in advance up to the end of April 27, 2010 (24.00 hrs) by fax (+49(0) 40 4909-187603) or by e-mail (HV-Anmeldung@Beiersdorf.com).

Proof of power of attorney (issued to the representative) can be provided by the representative presenting the power of attorney at the point of access control on the day of the Annual General Meeting. It can also be sent to the Company in advance up to the end of April 27, 2010 (24.00 hrs) by fax (+49(0) 40 4909-187603) or by e-mail (HV-Anmeldung@Beiersdorf.com). Please hand out/send the complete original entry card (including the attendance card/ballot paper) and this information sheet to your proxy whether or not you have handed out/sent the proxy to your representative or sent the proxy to the Company by fax or by e-mail in advance. Instructions on how to exercise your voting rights must be issued directly to the proxy.

Credit institutions, shareholders' associations, or other persons or institutions with equivalent status to these under the provisions of stock corporation law may stipulate different provisions for their proxies.

Granting power of attorney and instructions to the proxy appointed by the Company ^(2,3,4,5)

If you are unable to attend the Annual General Meeting and do not wish to issue a proxy to a third party, we can offer you the option of issuing a proxy to an employee of the Company prior to the Annual General Meeting. Shareholders must submit their registration for the Annual General Meeting and the proof of share ownership in the manner described above by the deadline if they plan to appoint the proxy appointed by the Company.

The Company has appointed Dr. Jens Geissler, Hamburg, Germany, as its authorized proxy with the right of sole representation and the right to issue sub-proxies. The proxy of the Company must be issued with express and clear instructions to exercise your voting rights. The proxy of the Company is obliged to vote as instructed and may not exercise voting rights at his own discretion. As far as you have not issued express and clear instructions, the proxy appointed by the company will vote "Abstain" for the respective item of the agenda.

You may grant power of attorney and give instructions to exercise voting rights to the proxy appointed by the company in writing, by fax or e-mail using the proxy and instruction form provided on the entry card or on the Company's website (www.Beiersdorf.de/Hauptversammlung). The proxy and instruction form must be filled out completely and received by the Company by mail (Beiersdorf Aktiengesellschaft, Investor Relations (Bf. 86), Unnastrasse 48, 20245 Hamburg, Germany), by fax (+49 (0) 40 4909-187603) or by e-mail (HV-Anmeldung@Beiersdorf.com) up to the end of April 27, 2010 (24.00 hrs). Thank you for understanding that we cannot honor powers of attorney and instructions received after this date.

Legal notices:

- ⁽¹⁾ The entry card allows shareholders to attend the Annual General Meeting, even if they have already granted power of attorney to a third party. If shareholders present themselves in person at the desks at the entrance to the Annual General Meeting, this is taken as a revocation of the power of attorney sent to the Company in advance.

This English translation is provided for convenience only. The German text shall be the sole legally binding version.

- (2) The entry card allows shareholders to attend the Annual General Meeting, even if they have already granted power of attorney to the proxy appointed by the Company. If shareholders or their proxies present themselves in person at the desks at the entrance to the Annual General Meeting, this is taken as a revocation of the power of attorney and of the instructions granted and given to the proxy appointed by the Company.
- (3) If shareholders submit any counter motions for voting that require notification, the proxy appointed by the Company will abstain from voting.
- (4) Please note that the proxy appointed by the Company cannot respond to any changes that occur during the Annual General Meeting. If a proxy is issued to the proxy appointed by the Company, the latter will abstain from voting, for example, on motions regarding procedures at the Annual General Meeting or any other motions not announced prior to the Annual General Meeting. In the event that an exception is made and individual voting is used for the individual sub-items of an agenda item, the proxy will vote "Yes", "No", or "Abstain" for all such sub-items in accordance with your instruction for this agenda item, unless you have issued another instruction.
- (5) As a matter of principle, proxies have the right to issue sub-proxies.