

Annual General Meeting 2023

Overview of the disclosures in accordance with § 125 *AktG* in connection with Article 4 and Annex Table 3 of the Commission Implementing Regulation (EU) 2018/1212 (“EU IR”)

A. Specification of the message

1. Unique identifier of the event:
Beiersdorf_AGM_2023
2. Type of message:
Notice convening the Annual General Meeting (formal specification according to EU-IR: NEWM)

B. Specification of the issuer

1. ISIN:
DE00505200000
2. Name of the issuer:
Beiersdorf Aktiengesellschaft

C. Information about the Annual General Meeting

1. Date of the General Meeting:
13 April 2023
(formal specification according to EU-IR: 20230413)
2. Time of the General Meeting:
10:30 hrs CEST
(formal specification according to EU-IR: 08:30 hrs UTC)
3. Type of the General Meeting:
Ordinary virtual Annual General Meeting without the physical presence of shareholders or their representatives
(formal specification according to EU-IR: GMET)
4. Location of the General Meeting: URL to the company's website for following the Annual General Meeting in audio and video form and for exercising shareholders' rights via the General Meeting system: www.beiersdorf.com/annual_general_meeting

Location of the General Meeting within the meaning of *AktG*: Troplowitzstraße 17, 22529 Hamburg

(formal specification according to EU-IR: www.beiersdorf.com/annual_general_meeting)

5. Record Date:
22 March 2023, 24:00 hrs CET (23:00 hrs UTC; formal specification according to EU-IR: 20230322) [Record date within the meaning of sect. 123 (4) AktG and sect. 18 (2) of the Articles of Association of Beiersdorf Aktiengesellschaft is 23 March 2023, 0:00 hrs CET (22 March 2023, 23:00 hrs UTC)]
6. Uniform Resource Locator (URL):
www.beiersdorf.com/annual_general_meeting

D. Participation in the General Meeting

1. Method of participation by shareholder:
Connection and attendance by means of electronic communication via the annual general meeting system accessible at www.beiersdorf.com/annual_general_meeting.

Exercise of voting rights by postal voting (including by means of electronic communication)

Exercise of voting rights by issuing a binding proxy and voting instructions to the voting representative appointed by the company

(formal specification according to EU-IR: VI, EV, PX)

2. Issuer deadline for the notification of participation:
Registration for general meeting until 6 April 2023, 24:00 hrs (CEST) (time of receipt is decisive)

(formal specification according to EU-IR: 20230406; 22:00 hrs UTC)

3. Issuer deadline for voting:
Exercise of voting rights via postal vote or issuing a binding proxy and voting instructions to the voting representative appointed by the company
 - by postal mail email or telefax: 11 April 2023, 24:00 hrs (CEST) (time of receipt is decisive) (formal specification according to EU-IR: 20230411; 22:00 hrs UTC)
 - electronically via the annual general meeting system accessible at www.beiersdorf.com/annual_general_meeting: until the voting on the agenda items at the Annual General Meeting is closed by the chair of the Annual General Meeting on 13 April 2023
 - (formal specification according to EU-IR: 20230413; until the voting is closed by the chair of the virtual Annual General Meeting)

E. Agenda

Agenda item 1

1. Unique identifier of the agenda item: 1
2. Title of the agenda item: Presentation of the adopted annual financial statements of Beiersdorf Aktiengesellschaft and the approved consolidated financial statements together with the combined management report of Beiersdorf Aktiengesellschaft and the Group for fiscal year 2022, the report by the Supervisory Board, and the explanatory report by the Executive Board on the information provided in accordance with sect. 289a, 315a *Handelsgesetzbuch* (German Commercial Code, *HGB*)
3. Uniform Resource Locator (URL) of the materials: www.beiersdorf.com/annual_general_meeting
4. Vote: none
5. Alternative voting options: none

Agenda item 2

1. Unique identifier of the agenda item: 2
2. Title of the agenda item: Resolution on the utilization of the net retained profits
3. Uniform Resource Locator (URL) of the materials: www.beiersdorf.com/annual_general_meeting
4. Vote: binding vote (formal specification according to EU-IR: BV)
5. Alternative voting options: Vote in favour, Vote against, Abstention (formal specification according to EU-IR: VF; VA; AB)

Agenda item 3

1. Unique identifier of the agenda item: 3
2. Title of the agenda item: Resolution on the official approval of the actions of the members of the Executive Board
3. Uniform Resource Locator (URL) of the materials: www.beiersdorf.com/annual_general_meeting
4. Vote: binding vote (formal specification according to EU-IR: BV)
5. Alternative voting options: Vote in favour, Vote against, Abstention (formal specification according to EU-IR: VF; VA; AB)

Agenda item 4

1. Unique identifier of the agenda item: 4
2. Title of the agenda item: Resolution on the official approval of the actions of the members of the Supervisory Board
3. Uniform Resource Locator (URL) of the materials: www.beiersdorf.com/annual_general_meeting
4. Vote: binding vote (formal specification according to EU-IR: BV)
5. Alternative voting options: Vote in favour, Vote against, Abstention (formal specification according to EU-IR: VF; VA; AB)

Agenda item 5

1. Unique identifier of the agenda item: 5
2. Title of the agenda item: Election of the auditors for fiscal year 2023 and the auditors for a possible auditor's review of the half-year financial statements for fiscal year 2023
3. Uniform Resource Locator (URL) of the materials: www.beiersdorf.com/annual_general_meeting
4. Vote: binding vote (formal specification according to EU-IR: BV)
5. Alternative voting options: Vote in favour, Vote against, Abstention (formal specification according to EU-IR: VF; VA; AB)

Agenda item 6

1. Unique identifier of the agenda item: 6
2. Title of the agenda item: Resolution on the approval of the remuneration report for fiscal year 2022, prepared and audited in accordance with § 162 *Aktiengesetz* (German Stock Corporation Act, *AktG*)
3. Uniform Resource Locator (URL) of the materials: www.beiersdorf.com/annual_general_meeting
4. Vote: recommending vote (formal specification according to EU-IR: AV)
5. Alternative voting options: Vote in favour, Vote against, Abstention (formal specification according to EU-IR: VF; VA; AB)

Agenda item 7a

1. Unique identifier of the agenda item: 7a
2. Title of the agenda item: Supplementary elections to the Supervisory Board – Uta Kemmerich-Keil
3. Uniform Resource Locator (URL) of the materials: www.beiersdorf.com/annual_general_meeting
4. Vote: binding vote (formal specification according to EU-IR: BV)
5. Alternative voting options: Vote in favour, Vote against, Abstention (formal specification according to EU-IR: VF; VA; AB)

Agenda item 7b

1. Unique identifier of the agenda item: 7b
2. Title of the agenda item: Supplementary elections to the Supervisory Board – Beatrice Dreyfus (as alternate member)
3. Uniform Resource Locator (URL) of the materials: www.beiersdorf.com/annual_general_meeting
4. Vote: binding vote (formal specification according to EU-IR: BV)
5. Alternative voting options: Vote in favour, Vote against, Abstention (formal specification according to EU-IR: VF; VA; AB)

Agenda item 8a

1. Unique identifier of the agenda item: 8a
2. Title of the agenda item: Resolutions on amendments to the Articles of Association in connection with the holding of virtual Annual General Meetings – addition to sect. 17 of the Articles of Association to temporarily authorize the Executive Board to hold Annual General Meetings as a virtual Annual General Meeting
3. Uniform Resource Locator (URL) of the materials: www.beiersdorf.com/annual_general_meeting
4. Vote: binding vote (formal specification according to EU-IR: BV)
5. Alternative voting options: Vote in favour, Vote against, Abstention (formal specification according to EU-IR: VF; VA; AB)

Agenda item 8b

1. Unique identifier of the agenda item: 8b
2. Title of the agenda item Resolutions on amendments to the Articles of Association in connection with the holding of virtual Annual General Meetings – addition to sect. 17 of the Articles of Association to enable Supervisory Board members to attend the Annual General Meeting by means of video and audio transmission
3. Uniform Resource Locator (URL) of the materials: www.beiersdorf.com/annual_general_meeting
4. Vote: binding vote (formal specification according to EU-IR: BV)
5. Alternative voting options: Vote in favour, Vote against, Abstention (formal specification according to EU-IR: VF; VA; AB)

F. Specification of the deadlines regarding the exercise of other shareholders rights

Shareholder right – Motions to add items to the agenda in accordance with sect. 122 (2) *AktG*

1. Object of deadline: Submission of motions to add items to the agenda
2. Applicable issuer deadline: 13 March 2023, 24:00 hrs (CET) (time of receipt is decisive) (formal specification according to EU-IR: 20230313; 23:00 hrs UTC)

Shareholder right – Counterproposals in accordance with sect. 126 (1) *AktG*

1. Object of deadline: Submission of counterproposals to the resolutions proposed by the Executive Board and Supervisory Board on the items on the agenda which have to be made available to the shareholders prior to the Annual General Meeting
2. Applicable issuer deadline: 29 March 2023, 24:00 hrs (CEST) (time of receipt is decisive) (formal specification according to EU-IR: 20230329; 22:00 hrs UTC)

Shareholder right – Proposals for elections in accordance with sect. 127 *AktG*

1. Object of deadline: Submission of proposals for elections in respect of candidates for Supervisory Board elections or the selection of the auditor which have to be made available to the shareholders prior to the Annual General Meeting
2. Applicable issuer deadline: 29 March 2023, 24:00 hrs (CEST) (time of receipt is decisive) (formal specification according to EU-IR: 20230329; 22:00 hrs UTC)

Shareholder right – Statements in accordance with sect. 130a (1) to (4) *AktG*

1. Object of deadline: Submission of statements relating to items on the agenda by means of electronic communication via the annual general meeting system
2. Applicable issuer deadline: 7 April 2023, 24:00 hrs (CEST) (time of receipt is decisive) (formal specification according to EU-IR: 20230407; 22:00 hrs UTC)

Shareholder right – Right to speak in accordance with sect. 130a (5) and (6) *AktG*

1. Object of deadline: Right to speak in the in the Annual General Meeting by means of video communication via the annual general meeting system, including the right to propose motions and proposals for elections pursuant to sect. 118a (1) sentence 2 no. 3 *AktG*, as well as the right to request information pursuant to section 131 (1) *AktG*
2. Applicable issuer deadline: On 13 April 2023, during the Annual General Meeting as determined by the chair of the virtual Annual General Meeting (formal specification according to EU-IR: 20230413; during the Annual General Meeting as determined by the chair of the virtual Annual General Meeting)

Shareholder rights - right to request information in accordance with sect. 131 (1) *AktG*

1. Object of the deadline: Right to request information at the Annual General Meeting by way of video communication via the annual general meeting system
2. Applicable issuer deadline: On 13 April 2023 during the Annual General Meeting as determined by the chair of the Annual General Meeting (formal specification according to EU-IR: 20230413; during the Annual General Meeting as determined by the chair of the Annual General Meeting)

Shareholder right – Request in accordance with sect. 131 (4) sentences 1, 2 *AktG*

1. Object of deadline: Submission of requests pursuant to sect. 131 (4) sentences 1 and 2 *AktG* by way of electronic communication via the General Meeting system to provide information in the Annual General Meeting which has been given to a shareholder because of his/her capacity as a shareholder outside the Annual General Meeting
2. Applicable issuer deadline: On 13 April 2023, during the Annual General Meeting as determined by the chair of the virtual Annual General Meeting (formal specification according to EU-IR: 20230413; during the Annual General Meeting as determined by the chair of the virtual Annual General Meeting)

Shareholder right – Request in accordance with sect. 131 (5) sentences 1, 2 *AktG*

1. Object of deadline: Submission of requests pursuant to sect. 131 (5) sentences 1 and 2 *AktG*, to include in the record questions posed by a shareholder in response to which information was (allegedly) refused, and the reason for the refusal, by way of electronic communication via the annual general meeting system
2. Applicable issuer deadline: On 13 April 2023 from opening of the Annual General Meeting until closing of the meeting by the chair of the virtual Annual General Meeting (formal specification according to EU-IR: 20230413; 13 April 2023 from opening of the Annual General Meeting until closing of the meeting by the chair of the virtual Annual General Meeting)

Shareholder right – Objections for the record in accordance with sect. 118a (1) sentence 2 no. 8
AktG

1. Object of deadline: Submission of objections to resolutions of the Annual General Meeting by means of electronic communication via the annual general meeting system
2. Applicable issuer deadline: On 13 April 2023 from opening of the Annual General Meeting until closing of the meeting by the chair of the virtual Annual General Meeting (formal specification according to EU-IR: 20230413; from opening of the Annual General Meeting until closing of the meeting by the chair of the virtual Annual General Meeting)

Shareholder right – Issuance of a confirmation on the vote count in accordance with sect. 129 (5)
AktG

1. Object of deadline: Submitting a request for confirmation of the vote count by means of electronic communication via the annual general meeting system, by postal mail or by email
2. Applicable issuer deadline: 13 May 2023, 24:00 hrs (CEST) (time of receipt is decisive) (formal specification according to EU-IR: 20230513; 22:00 hrs UTC)