



DRIVING THE DERMA BUSINESS

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9th June 2022

Beiersdorf





WE BELIEVE IN THE
LIFE-CHANGING POWER
OF DERMATOLOGICAL
SKINCARE

DERMA STRATEGY ALIGNED WITH CARE+



Leverage Technology
and cutting-edge Innovation

Maximize Thiamidol
Step Change Growth in Acne



Win
In White Spots

Accelerate CHINA & BRAZIL
Build Masterbrand in USA



Consumer & Professional
Centricity through Digitalization

Leverage E-Detailing
Drive Digitalization across all touchpoints

1

Leverage Technology and cutting-edge Innovation



MAXIMIZING THIAMIDOL WITH A CLEAR ROADMAP UNLEASHING INTO NEW CATEGORIES

ANTI-PIGMENT



ANTI AGE



#1
BRAND
GLOBALLY
AGAINST
HYPERPIGMENTATION

2019

2020

2021

2022



SUN



HAND



ACNE



FINALLY
BEAT
POST-ACNE
MARKS?



MOVING INTO BIGGER CATEGORIES

OPPORTUNITY ACNE

BIG OPPORTUNITY



#1

Dermatologists take action:
Acne #1 indication in
the Dermatologist's office

INNOVATION



- ➔ Anti-marks with patented Thiamidol
- ➔ Anti-Blemish with Salicylic Acid & Licochalcone A
- ➔ Anti-Shine with Sebum Regulating Technology
- ➔ Enhanced efficacy with Protective Fluid SPF 30

LIFE-CHANGING PROOF



95% Confirm:
Finally beats post-acne marks**

*Derm tracking by Instar, 2019.

*Clinical study with 40 volunteers, 12 weeks of regular usage of both Serum & Fluid twice daily. Example shown, individual results may vary.
**Product in use study with 100 volunteers, 8 weeks of regular usage twice daily.

PROMISING FIRST RESULTS IN KEY MARKET POSITIONS



Source: MIQ 03.2022, change in monthly market shares over past year.

9th June 2022 | Eucerin | Driving The Derma Business

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Win In White Spots



WINNING IN WHITE SPOTS

BRAZIL



Focus on RJ and SP with strong hero range Anti-Pigment; national/ online expansion

Re-Entered the Market. Now Eucerin Growing 5x the market speed



CHINA



Online business via T-MALL and further expansion to other online channels

After two years now one of the fastest growing international Derma brand



USA EUCERIN SUN



Building Eucerin from a Body brand into a full Dermocosmetic Masterbrand

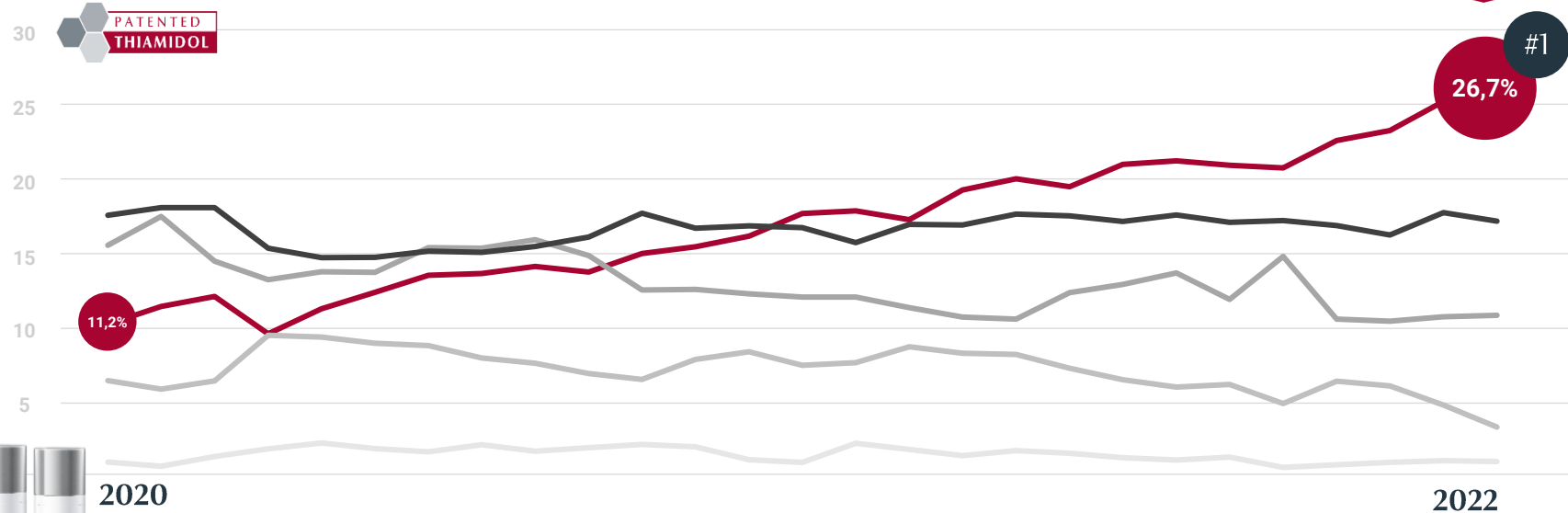
Strong launch performance. Accelerating POS to the level of competition





ACCELERATING BRAZIL

Hyperpigmentation Value Market Share



11



2020

2022

Growing RX SHARE

Focused Expansion Strategy

Leveraging Digital Distribution



THIAMIDOL EXPANSION

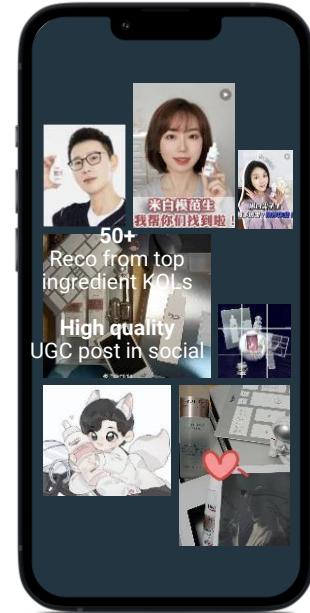
Promising 1st Launch Result



#1 Serum
Tmall CBEC top seller list



95 Mil Media Exposure
+1 Million Consumer engagement



Recommendation from top ingredient KOLs
Strong & Positive Feedback from Social Media

EUCERIN SUN LAUNCH USA

Close to Markets & Consumers



5 AOX SHIELD™

**Health
BEAUTY
AWARD
WINNER
2022**

Darlene J. - 1/15/2022 ★★★★★
Love this stuff!
I honestly loved this product! It did great on my skin and it wasn't greasy like other sunscreens can be. I'm definitely purchasing more of this.

Aurelia A. - 1/15/2022 ★★★★★
EUCERIN
EUCERIN SUN OIL CONTROL FACE SUNSCREEN IS ONE OF THE BEST SUNSCREENS THAT I HAVE EVER USED. THIS SUNSCREEN HAS A NICE SCENT AND IS NOT STICKY AT ALL. I WEAR IS EVERY AND JUST LOVE IT.

Accelerating Distribution



CVS

SPF yourself

TARGET

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¹⁴
**Consumer &
Professional Centricity
through Digitalization**



USING TECHNOLOGY TO UNLOCK THE FULL POTENTIAL OF DETAILING



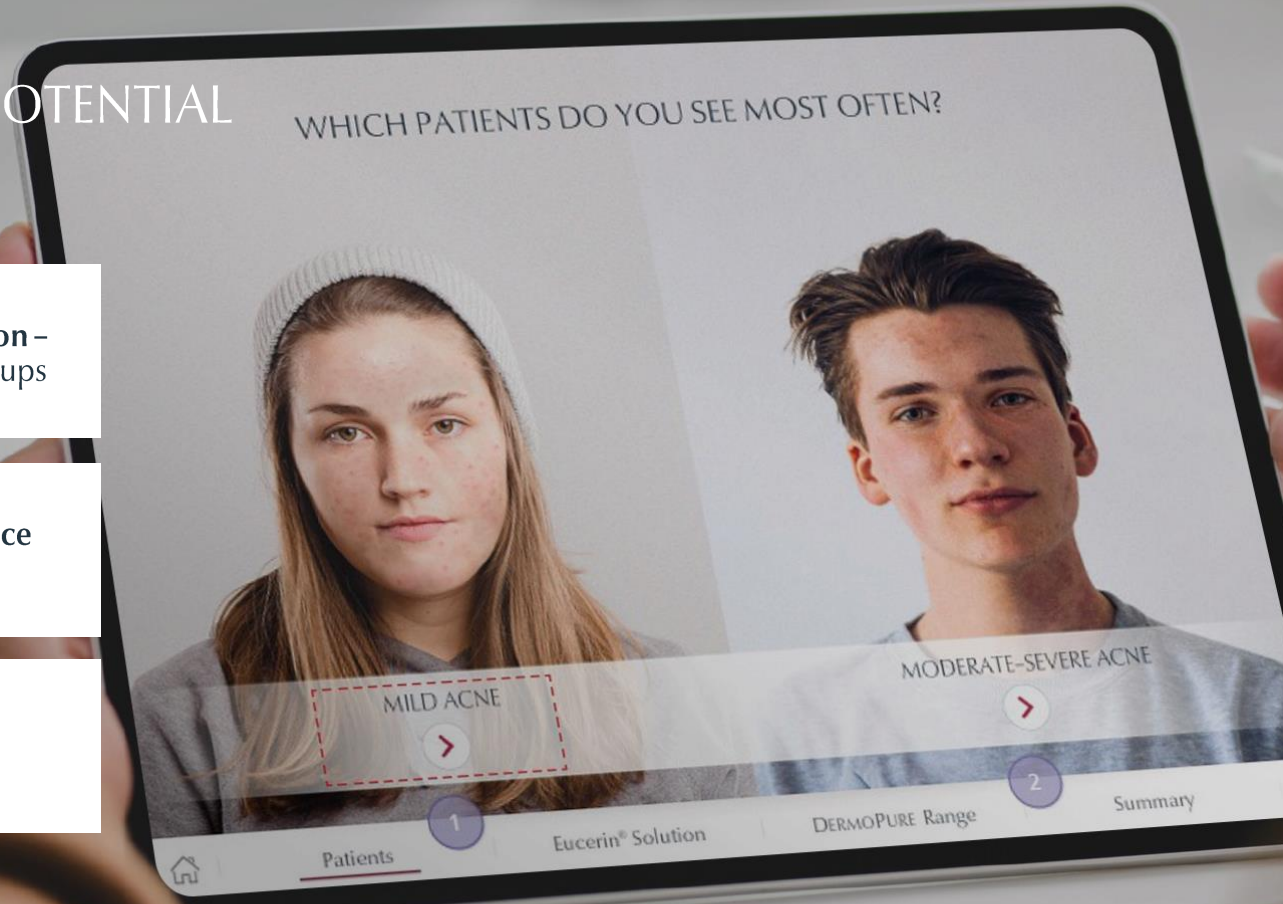
Multichannel Communication –
new touchpoints & target groups



Enhancing Doctors Experience
and Brand Perception



Exploit Real Time
Data Potential



AND USING SPECIALISED IQMED CRM TOOLS FOR TAILORMADE MESSAGING AND OPTIMISATIONS

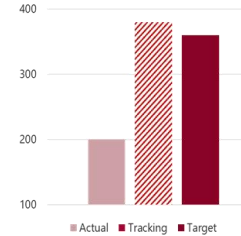
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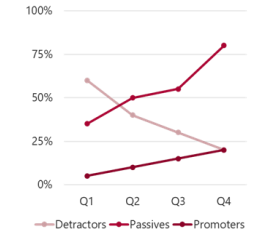
Detailed Priority & Geolocation



% Coverage vs Plan (Target Visits)



Ladder of Adoption Development



WITH FIRST GREAT RESULTS

36% Opening Rate VS. 20% Benchmark

DERMANOSTIC – ONLINE SKIN DIAGNOSIS WITH YOUR SMARTPHONE



Website
Integration



Joint Content
Creation



Insight
Generation

OUR DERMA AMBITION BY 2024



1 bn.
EUR sales

#2
DC brand
Globally

Driven by our
PURPOSE

Eucerin[®]

— **Thank You.**

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