



Beiersdorf – 2012 Preliminary Sales Figures

January 24, 2013

Sales per Business Segment

	Jan. – Dec. 2011	Jan. – Dec. 2012 <i>preliminary</i>	Change	
	mill. €	mill. €	nominal in %	like-for-like in %
Consumer	4,696	5,048	+7.5	+4.9
tesa	937	992	+5.8	+3.6
Total Group	5,633	6,040	+7.2	+4.7

Consumer Sales per Region

(by origin)	Jan. – Dec. 2011	Jan. – Dec. 2012 <i>preliminary</i>	Change like-for-like	Allocation
	mill. €	mill. €	in %	in %
Germany	717	713	-0.6	14.1
Western Europe	1,513	1,507	-1.8	29.9
Eastern Europe	562	611	+8.7	12.1
North America	298	331	+2.7	6.5
Latin America	577	681	+17.7	13.5
Africa/Asia/Australia	1,029	1,205	+9.9	23.9
Total Consumer	4,696	5,048	+4.9	100.0