

Q1 2023 SALES STATEMENT

Hamburg, April 26th, 2023

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Beiersdorf



REVIEW Q1 2023

VERY STRONG START TO 2023

+18.0%

NIVEA

+26.9%

DERMA

+7.6%

HEALTHCARE

-12.0%

LA PRAIRIE



LA PRAIRIE
SWITZERLAND



Organic sales growth; NIVEA includes Labello



REVIEW Q1 2023

C.A.R.E.+

STRONG, BALANCED GROWTH

North America
+21.0%

Europe
+14.6%



North
East Asia
+11.3%

Emerging
Markets
+22.8%

ACCELERATION IN EUROPE

+14.6%
SALES GROWTH

Positive contribution from **pricing & volume**

Base assortment & innovations

Organic sales growth; NIVEA & Labello

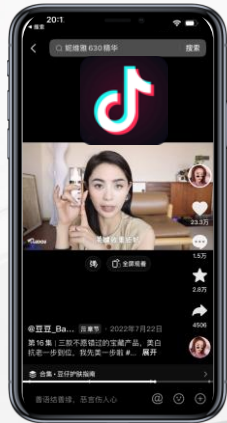


CHINA: PREMIUMIZATION ON- & OFFLINE



Accelerating success of Face Care

Growing premiumized Core Business



DERMA OUTPERFORMANCE AROUND THE GLOBE



Strong **market share gains**, especially in Sun

Enriching core ranges with **Thiamidol - +50% sales growth**

Leveraging the **digital success - +29% online growth**

REVIEW Q1 2023

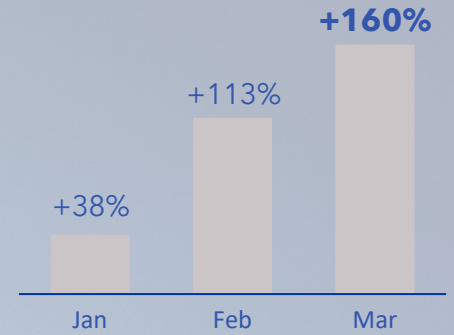
LA PRAIRIE CHINA GAINING SPEED



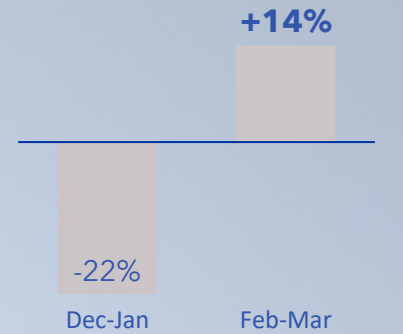
Skin Caviar Harmony L'Extrait enriched with Infinite Caviar

Retail Sales Growth

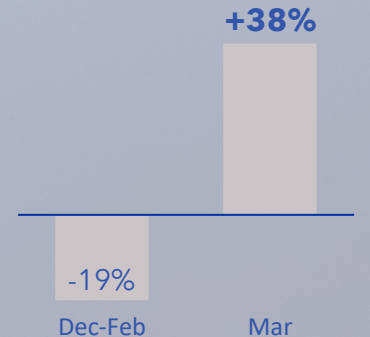
Hong Kong



Chinese Mainland (excl. Hainan)



Hainan





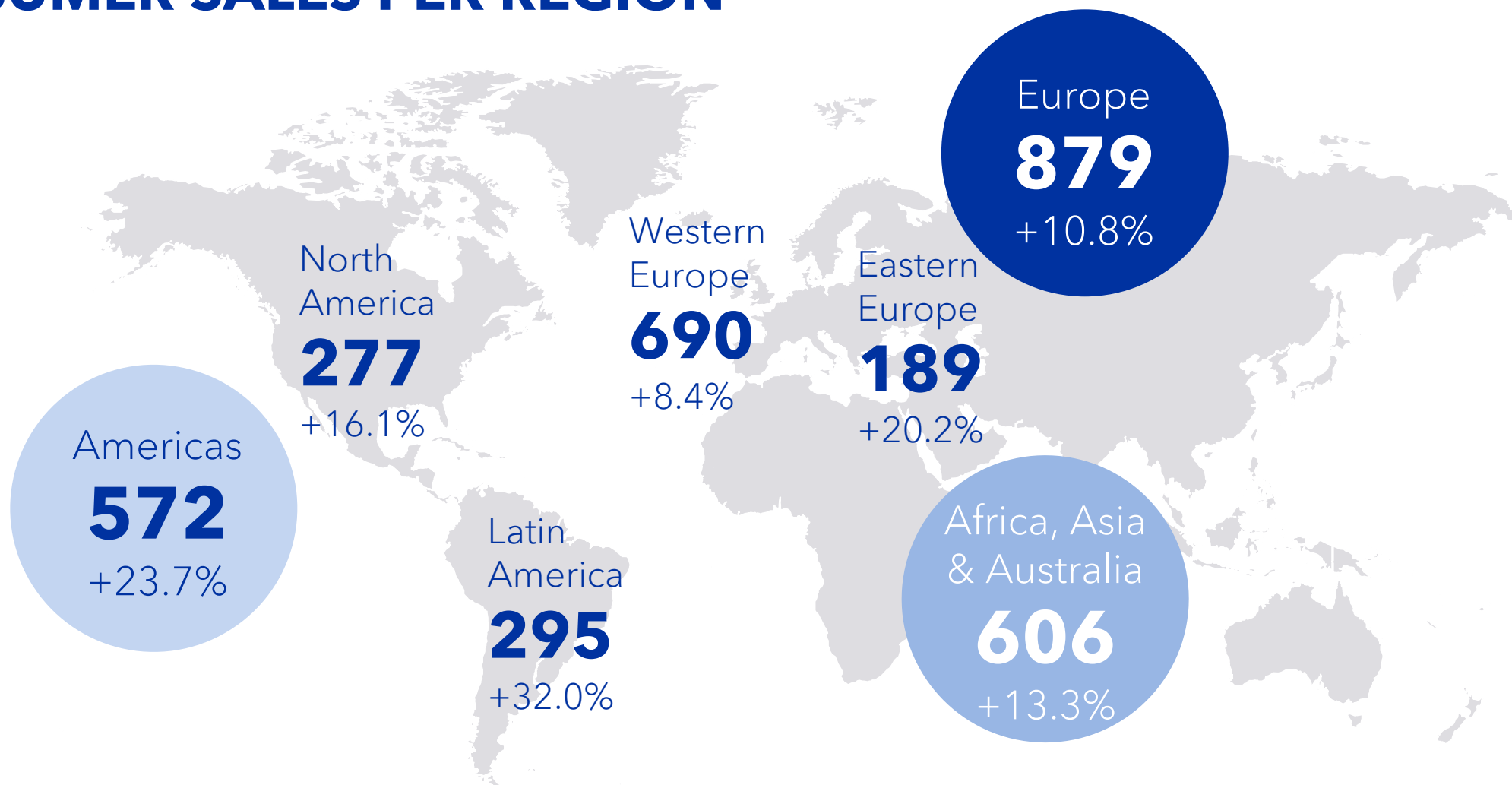
Q1 2023
FINANCIALS

Sales

| | Jan. - Mar. 2022 | Jan. - Mar. 2023 | Change | |
|--------------|------------------|------------------|---------------|---------------|
| | in € million | in € million | Nominal | Organic |
| Consumer | 1,789 | 2,057 | +14.9% | +14.8% |
| tesa | 426 | 424 | -0.4% | +0.9% |
| Group | 2,215 | 2,481 | +12.0% | +12.2% |

SALES RESULT Q1 2023 – CONSUMER

CONSUMER SALES PER REGION



Organic sales growth; Nominal sales in € million



Automotive

Strong growth based on innovations for e-mobility



REVIEW Q1 2023

**GROWTH
DRIVEN BY
AUTOMOTIVE**

Electronics

Soft start in China, but optimistic looking at next generation of devices

GUIDANCE FY 2023

Consumer

- Mid- to high-single-digit organic sales growth
- EBIT margin +50bps vs previous year



tesa

- Mid-single-digit organic sales growth
- EBIT margin slightly below previous year's level



Total Group

- Mid- to high-single-digit organic sales growth
- EBIT margin slightly above previous year's level

2022 data for reference (excluding special factors):

Consumer EBIT 12.3%

tesa EBIT 16.7%

Group EBIT 13.2%

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



**THANK
YOU**

Beiersdorf