

## **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 30, 2009,  
at 10.30 a.m. (doors open at 9.30 a.m.)  
in the Congress Centrum Hamburg, Room 2,  
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 Anmeldestelle HV KG  
Gewerbepark 10  
92289 Ursensollen  
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 9, 2009 (0.00 hrs) and must be received by the Company together with the registration **by April 23, 2009 (24.00 hrs) at the latest.**

After the registration and the proof of ownership have been entered at the above address, you 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** <sup>(4)</sup>

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** <sup>(4)</sup>

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. As far as the proxy have not be 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, it must be issued in writing. Please use the form on the back of your entry card for the proxy and give/send the complete original entry card (including the attendance card/ballot paper) and this information sheet to your chosen proxy. 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** <sup>(1,2,3,4)</sup>

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 a proxy. The Company has appointed Mr. Ulrich von Oertzen, 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. Please use the form provided on the back of the attendance card/ballot paper for the proxy appointed by the Company, and remember to sign the power of attorney. The power of attorney and instruction form must be filled in correctly, signed and submitted before the deadline for the authorized proxy to exercise your voting rights in accordance with your instructions.

Please send the **original form** (entry card and attendance card/ballot paper), completed in full, by mail (not by fax or e-mail) to the following address **to arrive by April 28, 2009 at the latest**:

Beiersdorf Aktiengesellschaft  
Financing (Bf. 86)  
Unnastrasse 48  
20245 Hamburg  
Germany

#### **Legal notices:**

- (1) The entry card which will be sent to you after you have deposited your shares in good time, allows shareholders to attend the Annual General Meeting even if they have already granted power of attorney to the Company's authorized proxy. 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 instructions granted to the Company's authorized proxy.
- (2) If shareholders submit any countermotions for voting that require notification, the authorized proxy will abstain from voting.
- (3) Please note that the Company's authorized proxy cannot respond to any changes that occur during the Annual General Meeting. If a proxy is issued to the Company's authorized proxy, 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 proposal for this agenda item, unless you have issued another instruction. This does not apply to the elections to the Supervisory Board, whose members are elected on an individual basis. The Company's authorized proxy will vote as you individually instructed him in regard to the election of each Supervisory Board Member.
- (4) As a matter of principle, proxies have the right to issue sub-proxies.