

Invitation to the Annual General Meeting of Beiersdorf Aktiengesellschaft to be held on April 14, 2022, 10:30 hrs (CEST) (Virtual AGM)

Dear Shareholders,

We are pleased to invite you to the 2022 Annual General Meeting of Beiersdorf AG. Due to the continuing COVID-19 pandemic and the health risks that it still poses, we have decided for the protection of all involved to conduct the Annual General Meeting as a virtual event again without the physical presence of the shareholders or their proxies.

This year's virtual Annual General Meeting will be held on **Thursday, April 14, 2022**, starting at **10:30 hrs** (CEST). We are writing to you to give you the most important information about attendance.

Agenda items

The following items are on the agenda of the 2022 virtual Annual General Meeting:

1. 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 2021, the report by the Supervisory Board, and the explanatory report by the Executive Board on the information provided in accordance with §§ 289a, 315a *Handelsgesetzbuch* (German Commercial Code, *HGB*)
2. Resolution on the utilization of the net retained profits
3. Resolution on the official approval of the actions of the members of the Executive Board
4. Resolution on the official approval of the actions of the members of the Supervisory Board
5. Election of the auditors for fiscal year 2022 and the auditors for a possible auditor's review of the half-year financial statements for fiscal year 2022
6. Resolution on the approval of the remuneration report for fiscal year 2021, which has been prepared and audited in accordance with § 162 *Aktiengesetz* (German Stock Corporation Act, *AktG*)

All documents relating to the annual General Meeting, including the notice convening the meeting and the full agenda and annexes, are available on our website:

www.beiersdorf.com/annual_general_meeting



You can also access the documents for the Annual General Meeting by using this QR code.

Beiersdorf Aktiengesellschaft

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Executive Board: Vincent Warnery (Chairman),
Oswald Barckhahn, Astrid Hermann, Thomas Ingelfinger,
Zhengrong Liu, Grita Loeb sack, Ramon A. Mirt, Patrick Rasquinet
Chairman of the Supervisory Board: Prof. Dr. Reinhard Pöllath

Commerzbank AG Hamburg
IBAN: DE 58 2008 0000 0431 0834 00
BIC: COBADE33XXX
VAT ID: DE118513961

Attendance and exercise of voting rights

You will have the opportunity to follow the entire Annual General Meeting live online. Moreover, using the internet-based Annual General Meeting and voting system (AGM system) or the forms on the access card sent to you if you registered for the Annual General Meeting by the deadline, you will be able to exercise your voting right yourself or grant a proxy and instruction to exercise your voting right to the voting representative nominated by Beiersdorf AG, a third person or institution, a shareholders' association, or a credit institution. If you have submitted your vote or made use of the proxy and instruction to the voting representative of Beiersdorf AG or a third party, you can amend the votes or instructions you have submitted by using the AGM system up until the start of voting - irrespective of whether you have submitted your vote or granted instructions online in the AGM system or by using the forms on the access card.

Important deadlines

Attendance at the Annual General Meeting and the exercise of your vote require that you registered for the Annual General Meeting by the deadline and you provided proof of your share ownership. Your registration and proof of share ownership must be submitted by no later than April 7, 2022, 24:00 hrs (CEST). Proof of share ownership must refer to the beginning of March 24, 2022, 00:00 hrs (CET) (record date). Shareholders registered for the Annual General Meeting have until April 12, 2022, 24:00 hrs (CEST) to submit questions relating to the agenda using the AGM system.

You can also find more information about attendance and the exercise of voting rights as well as details on shareholders' rights on the website specified above.

In accordance with our Care Beyond Skin sustainability agenda we will not send out brochures accompanying the notice convening the Annual General Meeting from this year onwards. In this way, we want to make a contribution to the environment by saving paper and transport-related carbon emission. We hope that you will support us in our decision.

Sincerely,
Beiersdorf AG



Vincent Warnery
Chief Executive Officer



Astrid Hermann
Chief Financial Officer

Overview containing information in accordance with § 125 Aktiengesetz (German Stock Corporation Act, AktG) in conjunction with Article 4 and Table 3 of the Implementing Regulation (EU) 2018/1212 (EU IR)

A. Specification of the message

1. Unique identifier of the event:
Beiersdorf_AGM_2022
2. Type of message: Notice convening the Annual General Meeting (formal specification under the EU IR: NEWM)

B. Specification of the issuer

1. ISIN: DE0005200000
2. Name of the issuer:
Beiersdorf Aktiengesellschaft

C. Specification of the meeting

1. Date of the General Meeting: April 14, 2022 (formal specification under the EU IR: 20220414)
2. Time of the General Meeting: 10:30 hrs CEST (formal specification under the EU IR: 08:30 hrs UTC)
3. Type of General Meeting: Annual General Meeting held as a Virtual Annual General Meeting without the physical presence of shareholders or their proxyholders (formal specification under the EU IR: GMET)
4. Location of the General Meeting: URL to the Annual General Meeting system to follow the Annual General Meeting in video and audio format and to exercise shareholder rights:
https://www.beiersdorf.com/annual_general_meeting
(formal specification under the EU IR: https://www.beiersdorf.com/annual_general_meeting) [Location of the General Meeting within the meaning of the AktG: Tropowitzstraße 17, 22529 Hamburg, Germany]
5. Record date: March 23, 2022, 24:00 hrs CET (23:00 hrs UTC; formal specification under the EU IR: 20220323) [The record date within the meaning of § 123 (4) AktG and § 18 (2) of the Articles of Association of Beiersdorf Aktiengesellschaft is March 24, 2022, 0:00 hrs CET (March 23, 2022, 23:00 hrs UTC).]
6. Uniform Resource Locator (URL): https://www.beiersdorf.com/annual_general_meeting