

## Invitation to the virtual Annual General Meeting of Beiersdorf Aktiengesellschaft to be held on April 13, 2023, 10:30 hrs (CEST)

Dear Shareholders,

We are pleased to invite you to the 2023 Annual General Meeting of Beiersdorf Aktiengesellschaft. This year's Annual General Meeting will be held in a virtual format on **Thursday, April 13, 2023**, 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 2023 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 2022, 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 2023 and the auditors for a possible auditor's review of the half-year financial statements for fiscal year 2023
6. Resolution on the approval of the remuneration report for fiscal year 2022, prepared and audited in accordance with § 162 *Aktiengesetz* (German Stock Corporation Act, *AktG*)
7. Supplementary elections to the Supervisory Board
8. Resolutions on amendments to the Articles of Association in connection with the holding of virtual Annual General Meetings

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](http://www.beiersdorf.com/annual_general_meeting)**



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

## Virtual Annual General Meeting - Attendance and exercise of voting rights

Based on the newly created Act on the Introduction of Virtual General Meetings of Stock Corporations (*Gesetz zur Einführung virtueller Hauptversammlungen von Aktiengesellschaften*), the Executive Board has decided with the approval of the Supervisory Board to hold this year's Annual General Meeting of Beiersdorf Aktiengesellschaft as a virtual Annual General Meeting without the physical presence of shareholders or their proxyholders (with the exception of the voting representative appointed by the company).

You will be able to participate live in the virtual Annual General Meeting using the internet-based Annual General Meeting and voting system (AGM system) and exercise your right to speak, to request information, and to propose motions by means of video communication. You also have the opportunity to exercise your voting right yourself via the AGM system or using the postal voting form (the postal voting form can be found on the access card that will be sent to you if you register for the Annual General Meeting by the deadline and on our website) or to grant a proxy and instruction to exercise your voting right to the voting representative nominated by Beiersdorf Aktiengesellschaft, 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 Aktiengesellschaft or a third party, you can amend the votes or instructions you have submitted by using the AGM system up until the end of voting - irrespective of whether you have submitted your vote or granted instructions online in the AGM system or by using the forms provided.

### Important deadlines

Attendance at the Annual General Meeting and the exercise of your vote require that you register for the Annual General Meeting by the deadline and provide proof of your share ownership. Your registration and proof of share ownership must be submitted by no later than April 6, 2023, 24:00 hrs (CEST). Proof of share ownership must refer to the beginning of March 23, 2023, 00:00 hrs (CET) (record date). Shareholders duly registered for the Annual General Meeting have until April 7, 2023, 24:00 hrs (CEST) to submit statements 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.

Sincerely,  
Beiersdorf AG



Vincent Warnery  
Chief Executive Officer



Astrid Hermann  
Chief Financial Officer

Overview of the disclosures in accordance with § 125 AktG in connection with Article 4 and Annex Table 3 of the Commission Implementing Regulation (EU) 2018/1212 ("EU IR")

#### A. Specification of the message

1. Unique identifier of the event:  
Beiersdorf\_AGM\_2023
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. Information about the Annual General Meeting

1. Date of the General Meeting: April 13, 2023 (formal specification under the EU IR: 20230413)
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 company's 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](https://www.beiersdorf.com/annual_general_meeting)  
Location of the General Meeting within the meaning of the AktG: Troplowitzstrasse 17, 22529 Hamburg (formal specification under the EU IR: [https://www.beiersdorf.com/annual\\_general\\_meeting](https://www.beiersdorf.com/annual_general_meeting))
5. Record date: March 22, 2023, 24:00 hrs CET (23:00 hrs UTC; formal specification under the EU IR: 20230322) [The record date within the meaning of § 123 (4) AktG and § 18 (2) of the Articles of Association of Beiersdorf Aktiengesellschaft is 23 March 2023, 0:00 hrs CET (22 March 2023, 23:00 hrs UTC).]
6. Uniform Resource Locator (URL): [https://www.beiersdorf.com/annual\\_general\\_meeting](https://www.beiersdorf.com/annual_general_meeting)