

**Beiersdorf**

Shares

**Power of attorney  
and instructions**

for the Annual General Meeting of Beiersdorf Aktiengesellschaft, Hamburg, which will be held virtually on Thursday, April 17, 2025, at 10:30 a.m.

Surname and first name, zip code and place of residence

**AGM 2025****Access Card Number:****Instructions to the voting representative**

Please use this form to instruct the voting representative appointed by the Company and grant the voting representative power of attorney on the second page.

I/We vote for the proposal of the administration on all items on the agenda

or mark my/our voting behaviour on the agenda items individually as follows:

**AGENDA:**

	<b>Yes</b>	<b>No</b>	<b>Abstention</b>
2. Appropriation of retained profit .....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3. Discharge of the members of the Executive Board .....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
4. Discharge of the members of the Supervisory Board .....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
5a Election of the auditor for the 2025 financial year and for a possible auditor's review of the half-year financial statements for the 2025 financial year	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
5b Election of the Sustainability Reporting Auditor for the Fiscal Year 2025	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
6. Approval of the remuneration report for the financial year 2024 .....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
7. Approval of the remuneration system for the members of the Executive Board .....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
8. Approval of the remuneration of the members of the Supervisory Board .....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
9. Cancellation of the existing Authorized Capital I, creation of a new authorized capital I; amendment of the articles of association	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
10. Cancellation of the existing Authorized Capital II, creation of a new authorized capital II; amendment of the Articles of Association	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
11. Cancellation of the existing Authorized Capital III, creation of a new authorized capital III; amendment of the Articles of Association	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
12. Cancellation of the existing and renewal of authorization to issue convertible bonds and/or bonds with warrants as well as the creation of new conditional capital; Amendment of the Articles of Association	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
13. Authorization to purchase and utilize own shares .....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
14. Amendment of the Articles of Association (Holding of Virtual Annual General Meetings)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

For counter motions and nominations that are to be made accessible, you can vote in the AGM system at [www.Beiersdorf.com/Annual\\_General\\_Meeting](http://www.Beiersdorf.com/Annual_General_Meeting).

## Power of Attorney and Instructions

### to the voting representative of Beiersdorf Aktiengesellschaft

I/We authorize the voting representative appointed by Beiersdorf Aktiengesellschaft, Dr. Jens Geißler, Hamburg, with the right to sub-authorize me/us on the virtual Annual General Meeting of Beiersdorf Aktiengesellschaft on April 17, 2025 and to exercise the voting rights for me/us in accordance with my/our instructions given on the front page (unless you give express and unambiguous instructions on individual agenda items, the voting representative will abstain from voting on these agenda items). In the case of several incoming powers of attorney and instructions, only the last one received by the company is considered binding. The most recent issuance of power of attorney and instructions to the voting representative is binding even if a postal vote has previously been cast via the Internet or by other means.

x

\_\_\_\_\_  
Location, Date

x

\_\_\_\_\_  
Declarant according to § 126b BGB (e.g. signature or name)

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Powers of attorney and instructions issued in text form by means of this form to the voting representative appointed by the Company (**both sides**) must be transmitted to the Company before the Annual General Meeting. In this case, the completed form must be sent by post (Beiersdorf Aktiengesellschaft, c/o HV AG, Jakob-Oswald-Straße 4, 92289 Ursensollen, Germany), by fax (+49 (0) 40 4909-187603) or by e-mail (eintrittskarte@anmeldung-hv.de) by the end of the period at the latest April 15, 2025 (24:00 hrs CEST).

Please note the "Information on participating in the virtual Annual General Meeting, on appointing a voting representative, and on postal votes", which was sent to you with the access card and can also be accessed on the Company's website under [www.Beiersdorf.com/Annual\\_General\\_Meeting](http://www.Beiersdorf.com/Annual_General_Meeting).