

Beiersdorf

Report of the Executive Board on Agenda Item 10

Report of the Executive Board on Item 10 of the Agenda (Resolution on the creation of Authorized Capital II)

The authorization of the Executive Board to increase the share capital in accordance with § 5 (3) of the Articles of Association (Authorized Capital II) will expire on April 28, 2025. In item 10 of the agenda, the Executive Board and the Supervisory Board therefore propose the creation of a new Authorized Capital II, which authorizes the issue of new shares against cash contributions and materially corresponds to the existing authorization.

Authorized Capital II also serves to meet any financing needs of the company at short notice and with sufficient flexibility, i.e. without a lengthy, new resolution by the Annual General Meeting. Shareholders are entitled in principle to preemptive rights to new shares issued from authorized capital. However, the Executive Board and the Supervisory Board propose that shareholders' preemptive rights be disappplied in certain cases.

Please refer to the relevant disclosures in the report of the Executive Board on item 9 of the agenda regarding the proposed authorization to disapply shareholders' preemptive rights for fractions and for holders of convertible bonds and/or bonds with warrants.

In addition, the Executive Board is to be authorized under agenda item 10, with the approval of the Supervisory Board, to disapply shareholders' preemptive rights in accordance with §§ 203 (1) sentence 1, 203 (2) sentence 2, and 186 (3) sentence 4 *AktG* (simplified disapplication of preemptive rights). This option to disapply shareholders' preemptive rights serves the interests of the company in achieving the best possible issue price when issuing new shares. The statutory simplified disapplication option for preemptive rights in accordance with § 186 (3) sentence 4 *AktG* puts the Executive Board in a position to exploit the financing opportunities offered by the situation on the stock exchange in each case rapidly, flexibly, and cost-effectively. This optimally strengthens equity in the interests of the company and all shareholders. The waiver of the lengthy and costly process of settling preemptive rights allows capital requirements to be met promptly by taking advantage of short-term market opportunities, and new groups of shareholders to be acquired in Germany and abroad. This opportunity to optimally perform capital increases without any significant discount for preemptive rights is particularly important for the company as it must be able to exploit opportunities in rapidly changing and new markets quickly and flexibly, and hence to meet the resulting capital requirements in the very short term if necessary.

The issuing price and therefore the funds accruing to the company for the new shares will be based on the market price of the shares already listed and will not fall materially below the current market price (i.e. not by more than 5% in any case). When making use of this authorization, the Executive Board will keep any discount

to the then-quoted market price as low as possible given the prevailing market conditions at the time when the issue price is finalized. This ability to disapply preemptive rights is limited to a maximum of 10% of the share capital existing at the time that the authorization comes into effect or, in the event that this amount is lower, at the time the authorization is exercised. Those shares for which shareholders' preemptive rights have been disapplied in accordance with § 186 (3) sentence 4 *AktG* since April 17, 2025, i.e. since the day on which the creation of new Authorized Capital II was resolved, when the authorization to issue convertible bonds and/or bonds with warrants has been utilized and/or when the authorization to sell own shares has been utilized, must be counted towards this. Although the Act on the Financing of Investments to Secure the Future (*Zukunftsfinanzierungsgesetz - ZuFinG*) raised the statutory upper limit for the simplified disapplication of preemptive rights in § 186 (3) sentence 4 *AktG* from 10% to 20% of the share capital, the resolution proposed by the Executive Board and Supervisory Board deliberately does not utilize this wider legal framework to the full, but instead retains the limit at a volume of up to 10% of the share capital. Overall, this ensures that the interests of the shareholders are adequately safeguarded if authorized capital is utilized while disapplying preemptive rights, and the company is provided with greater flexibility in the interests of all shareholders. As the new shares are placed at a price that is close to the market price, any shareholder wishing to maintain their proportionate equity interest can acquire shares on the market on highly similar terms.

The Executive Board is of the opinion that, for the reasons mentioned, the disapplication of preemptive rights is in the company's interest - including with respect to any potential dilutive effect.

In addition, the Executive Board may only exercise the authorizations granted under item 10 of the agenda to disapply preemptive rights to the extent that the total proportionate interest in the share capital attributable to the shares issued while disapplying preemptive rights does not exceed 10% of the share capital at the time these authorizations become effective or at the time these authorizations are exercised. Furthermore, if other authorizations to issue or sell shares in the company or to issue rights that enable or oblige the holder to subscribe for shares in the company are exercised while disapplying preemptive rights during the term of Authorized Capital II until such time as it is utilized, this is counted towards the above-mentioned 10% limit. This gives shareholders additional protection against a dilution of their existing shareholdings.

There are no plans at present to utilize Authorized Capital II. The Executive Board will carefully examine in each case whether exercising the authorization to issue new shares and, if appropriate, to disapply preemptive rights, is in the interests of the company and its shareholders. It will report to the Annual General Meeting on each utilization of the authorization and on the specific reasons for any disapplication of preemptive rights.

Hamburg in February 2025

Beiersdorf Aktiengesellschaft



Vincent Warnery

Chairman of the Executive Board



Oswald Barckhahn

Member of the Executive Board



Astrid Hermann

Member of the Executive Board



Nicola D. Lafrentz

Member of the Executive Board



Grita Loeb sack

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Ramon A. Mirt

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Patrick Rasquinet

Member of the Executive Board