

Invitation

to the Virtual Annual General Meeting
on April 23, 2026

Beiersdorf Aktiengesellschaft, Hamburg
Wertpapier-Kennnummer 520000
ISIN DE0005200000



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C H A N T E C A I L L E



Beiersdorf Aktiengesellschaft shareholders are hereby invited to the company's

Virtual Annual General Meeting

to be held on

Thursday, April 23, 2026, at 10:30 a.m. (CEST).

Based on § 17 (3) sentence 1 of the Articles of Association of Beiersdorf Aktiengesellschaft in conjunction with § 118a (1) *Aktiengesetz* (German Stock Corporation Act, *AktG*), this year's Annual General Meeting of Beiersdorf Aktiengesellschaft will take place 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). Duly registered shareholders and their proxyholders can connect to the Annual General Meeting by means of electronic communication via the internet-based Annual General Meeting and voting system (AGM system) at

www.Beiersdorf.de/Hauptversammlung

(see www.Beiersdorf.com/Annual_General_Meeting for the English version)

and in this way participate in the Annual General Meeting. We kindly ask our shareholders to pay particular attention to the information appended to the agenda on the processes for the virtual Annual General Meeting and the exercise of shareholders' rights.

The Annual General Meeting can also be followed by other interested parties in its entire length via live stream at the above-mentioned internet address.

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_2026
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 23, 2026 (formal specification under the EU IR: 20260423)
2. Time of the General Meeting: 10:30 hrs CEST (formal specification under the EU IR: 08:30 UTC)
3. Type of General Meeting: 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 of the virtual Annual General Meeting:
https://www.beiersdorf.com/annual_general_meeting
Location of the General Meeting within the meaning of the *AktG*: Beiersdorfstr. 5, 22529 Hamburg
(formal specification under the EU IR: https://www.beiersdorf.com/annual_general_meeting)
5. Record date: April 1, 2026, 24:00 hrs CEST (22:00 UTC; formal specification under the EU IR: 20260401)

Details of agenda items

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 the 2025 financial year, the report by the Supervisory Board, and the explanatory report by the Executive Board on the information provided in accordance with §§ 289a, 315a <i>Handelsgesetzbuch</i> (German Commercial Code, <i>HGB</i>)	4
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b) Election of the auditors of the sustainability reporting for the 2026 financial year	5
6. Resolution on the approval of the remuneration report for the 2025 financial year, prepared and audited in accordance with § 162 <i>AktG</i>	5
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Agenda

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 the 2025 financial year, 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*)

The Supervisory Board approved the annual financial statements of Beiersdorf Aktiengesellschaft prepared by the Executive Board and the consolidated financial statements for the 2025 financial year in accordance with §§ 172, 173 *AktG* on March 2, 2026, and thus adopted the annual financial statements. A resolution by the Annual General Meeting is therefore not required.

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 the 2025 financial year, the report by the Supervisory Board, and the explanatory report by the Executive Board on the information provided in accordance with §§ 289a, 315a *HGB* must be made available to the Annual General Meeting, even though a resolution on them is not required. The above-mentioned documents are available on the company's German website at www.Beiersdorf.de/Hauptversammlung (see www.Beiersdorf.com/Annual_General_Meeting for the English version), also during the Annual General Meeting.

2. Resolution on the utilization of the net retained profits

The Executive Board and the Supervisory Board propose that the net retained profits for the 2025 financial year in the amount of €242,600,000.00 be utilized as follows:

(in €)

Distribution of a dividend of €1.00 per no-par-value share (218,523,759 no-par-value shares bearing dividend rights)	218,523,759.00
Transfer to other retained earnings	24,076,241.00
Net retained profits	242,600,000.00

The amounts specified for the total dividend and for the transfer to other retained earnings are based on the shares bearing dividend rights at the time of the proposal on the utilization of the net retained profits. The own shares held by the company do not bear dividend rights, pursuant to § 71b *AktG*.

If the number of own shares held by the company at the time of the resolution by the Annual General Meeting on the utilization of the net retained profits is higher or lower than at the time of the proposal on the utilization of the net retained profits, the total amount to be distributed to the shareholders shall be reduced or increased by that portion of the dividend attributable to the difference in the number of shares. The amount to be transferred to other retained earnings shall be adjusted inversely by the same amount. In contrast, the dividend to be distributed per no-par-value share bearing dividend rights shall remain unchanged. If necessary, an appropriately modified draft resolution on the utilization of the net retained profits shall be presented to the Annual General Meeting.

The dividend shall be payable on April 28, 2026.

3. Resolution on the official approval of the actions of the members of the Executive Board

The Executive Board and the Supervisory Board propose approving the actions of the members of the Executive Board in office in the 2025 financial year for this period.

4. Resolution on the official approval of the actions of the members of the Supervisory Board

The Executive Board and the Supervisory Board propose approving the actions of the members of the Supervisory Board in office in the 2025 financial year for this period.

5. Election of the auditors for the 2026 financial year, the auditors for a possible auditor's review of the half-year financial statements for the 2026 financial year, and the auditors of the sustainability reporting for the 2026 financial year

- a) On the recommendation of the Audit Committee, the Supervisory Board proposes that PricewaterhouseCoopers GmbH Wirtschaftsprüfungsgesellschaft, Frankfurt am Main, Germany, be elected as the auditors for Beiersdorf Aktiengesellschaft and the Beiersdorf Group for the 2026 financial year and as the auditors for a possible auditor's review of the half-year financial statements for the 2026 financial year.
- b) On the recommendation of the Audit Committee, the Supervisory Board furthermore proposes that PricewaterhouseCoopers GmbH Wirtschaftsprüfungsgesellschaft, Frankfurt am Main, Germany, be elected as auditors of the sustainability reporting for the 2026 financial year. The auditors of the sustainability reporting are appointed by way of precaution in the event that German lawmakers, in implementing Article 37 of Directive 2006/43/EC of May 17, 2006 (directive on statutory audits of annual accounts and consolidated accounts) in the version of Directive (EU) 2022/2464 of December 14, 2022 (CSRD), should explicitly require the appointment of said auditors by the Annual General Meeting, i.e. the audit of the sustainability reporting should not anyway be the responsibility of the auditors of the financial statements under the German act implementing the directive.

The Audit Committee has declared that it has issued its recommendations free of any undue third-party influence and that it was not subject to any clauses restricting its choice as defined in Article 16 (6) of the EU Regulation on Specific Requirements Regarding Statutory Audit of Public-Interest Entities.

6. Resolution on the approval of the remuneration report for the 2025 financial year, prepared and audited in accordance with § 162 AktG

In accordance with § 120a (4) sentence 1 *AktG*, the Annual General Meeting passes a resolution on the approval of the remuneration report for the preceding financial year which has been prepared and audited in accordance with § 162 *AktG*.

The remuneration report summarizes the main elements of the remuneration system and explains in detail the structure and amount of the remuneration granted and owed to the members of the Executive Board and Supervisory Board in the 2025 financial year. The remuneration report has been audited by the company's auditors and issued with an audit opinion.

The remuneration report for the 2025 financial year is accessible on the company's website at www.Beiersdorf.de/Hauptversammlung (see www.Beiersdorf.com/Annual_General_Meeting for the English version), also during the Annual General Meeting.

The Executive Board and Supervisory Board propose that the remuneration report for the 2025 financial year, prepared and audited in accordance with § 162 *AktG*, be approved.

Attendance at the virtual Annual General Meeting

At the time of convening the virtual Annual General Meeting, the share capital of the company is composed of 242,600,000 no-par-value bearer shares, each of which confers one vote on its holder. Consequently, there was a total of 242,600,000 voting rights at the time the Annual General Meeting was convened. At the time of convening the Annual General Meeting, the company holds a total of 24,076,241 own shares, for which it does not have voting rights.

Virtual Annual General Meeting without the physical presence of shareholders

In accordance with § 17 (3) sentence 1 of the Articles of Association of Beiersdorf Aktiengesellschaft in conjunction with § 118a (1) AktG, the Executive Board has decided, with the approval of the Supervisory Board, to hold the 2026 Annual General Meeting 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). It will therefore not be possible for shareholders or their proxyholders to attend in person at the location of the Annual General Meeting.

In deciding on the format of the Annual General Meeting, the Executive Board took into account the interests of the company and its shareholders, in particular the exercise of shareholder rights, the items on the agenda, the aim of ensuring the broadest and most flexible possible shareholder participation, the cost and effort for the company and the shareholders, as well as sustainability aspects. With its virtual Annual General Meetings of past years, the company transposed the key advantages of an in-person meeting to a digital format. The shareholders and their representatives were granted full rights to speak, ask questions, and submit motions and proposals, and the shareholders and their representatives were able to exercise these rights efficiently and in a resource-conserving manner live at the Annual General Meeting without the cost and effort of traveling to and from the venue. At Beiersdorf Aktiengesellschaft, the share capital represented at virtual Annual General Meetings has increased compared with the last Annual General Meetings held in person. From a technical and organizational point of view, the virtual Annual General Meetings went without any restrictions on the part of the company. In light of that, the Executive Board has again decided, with the approval of the Supervisory Board, to hold a virtual Annual General Meeting, thereby also underscoring Beiersdorf's aspiration to play a leading role in the fields of sustainability and digitalization.

As announced last year, the Executive Board plans to hold an Annual General Meeting as an in-person Annual General Meeting in the following two years, taking into account the above-mentioned considerations, at the latest the Annual General Meeting in 2028, at which the shareholder representatives on the Supervisory Board will be elected as part of the regular election cycle.

We ask our shareholders to pay particular attention again this year to the following notes on registering for the Annual General Meeting and exercising their rights to vote and other shareholder rights.

Entitlement to attend by way of registration and proof of share ownership

In accordance with § 18 of the company's current Articles of Association, shareholders are entitled to attend the Annual General Meeting and to exercise their voting rights if they register for the Annual General Meeting with the company at the following address and provide appropriate proof of their share ownership:

Beiersdorf Aktiengesellschaft
c/o HV AG
Jakob-Oswald-Strasse 4
92289 Ursensollen
Germany

Fax: +49 40 4909-187603
E-mail: eintrittskarte@anmeldung-hv.de

Registration for the Annual General Meeting must be received by the company no later than April 16, 2026 (24:00 hrs CEST).

The proof of share ownership must refer to the close of business on the twenty-second day prior to the Annual General Meeting (the so-called record date). The relevant deadline for providing proof is therefore April 1, 2026, 24:00 hrs CEST. The proof of share ownership must be received by the company at the above-mentioned address no later than April 16, 2026 (24:00 hrs CEST). Proof in accordance with § 67c (3) *AktG* is sufficient.

In relation to the company, only persons who have provided proof of share ownership will be considered as shareholders with regard to the right to attend the Annual General Meeting and to exercise the voting rights. The entitlement to attend the Annual General Meeting and the extent of the voting rights are determined solely by the shareholder's proven shareholdings on the record date. Although the record date does not impose a freeze on the sale or acquisition of shares, a sale or acquisition of shares after the record date does not affect the entitlement to attend the Annual General Meeting or the extent of voting rights. The record date does not affect dividend entitlements.

Access to the internet-based Annual General Meeting and voting system

After registration and proof of shareholding have been received, shareholders who are eligible to participate will receive access cards indicating the number of their votes and the necessary login data for the internet-based Annual General Meeting and voting system (AGM system). To ensure the timely receipt of the access cards, we request that shareholders take care to submit their registration for the Annual General Meeting and the proof of their share ownership to the company in good time.

The AGM system is expected to be available starting on April 2, 2026 at www.Beiersdorf.de/Hauptversammlung (see www.Beiersdorf.com/Annual_General_Meeting for the English version).

Using the AGM system, shareholders and proxyholders may follow the video and audio transmission of the Annual General Meeting and exercise various shareholder rights, including voting rights (either by electronic postal vote or by proxy and voting instructions for the voting representative appointed by the company), the right to speak and ask questions, and the right of objection. Details are set out in the sections below. When using the AGM system during the virtual Annual General Meeting on April 23, 2026 - i.e. from the opening of the Annual General Meeting until the meeting is closed by the meeting's chair - shareholders or proxyholders are connected electronically to the virtual Annual General Meeting in accordance with § 121 (4b) sentence 1 *AktG* for the duration of use.

Voting by postal vote (including via electronic communication)

Shareholders and proxyholders can exercise their voting right by postal vote, for which electronic communication is also available. In this case, shareholders are required to register and provide proof of share ownership by the deadline as described above.

Postal votes can be submitted electronically via the AGM system or by using the postal voting form included on the access cards to the Annual General Meeting and made available on the company's website at www.Beiersdorf.de/Hauptversammlung (only available in German).

Postal votes submitted via the AGM system must be cast in full by no later than the end of the voting at the Annual General Meeting. Up until this time, any postal votes previously submitted electronically or using the postal voting form may be canceled or modified using the AGM system. If multiple votes are received, only the one received the most recently by the company will be deemed valid. The vote most recently received by the company is also binding if a proxy and voting instructions have previously been issued to the voting representative appointed by the company. The access card printed with the necessary login data is required to submit postal votes using the AGM system. Shareholders can access the AGM system via the company's website at www.Beiersdorf.de/Hauptversammlung (see www.Beiersdorf.com/Annual_General_Meeting for the English version).

For organizational reasons, postal votes submitted using the postal voting form must have been received by the company at the following address by the end of the day on April 21, 2026 (24:00 hrs CEST) at the latest:

Beiersdorf Aktiengesellschaft
c/o HV AG
Jakob-Oswald-Strasse 4
92289 Ursensollen
Germany

Fax: +49 40 4909-187603

E-mail: eintrittskarte@anmeldung-hv.de

Shareholder representatives can also submit postal votes. In this respect, the information on granting proxies and the voting representative (as described below in each case, see the section entitled "Granting proxies and voting representative") shall apply accordingly; this also applies in particular in relation to proof of whether a proxy has been granted.

Any votes submitted to the service provider responsible for handling the registration process by mail will not be forwarded to the company until the date of the Annual General Meeting.

Shareholders will receive further details of the procedure for postal votes together with their access cards after they have registered for the Annual General Meeting and submitted proof of their share ownership. This information is also available on the company's website at www.Beiersdorf.de/Hauptversammlung (see www.Beiersdorf.com/Annual_General_Meeting for the English version).

Granting proxies and voting representative

Shareholders may appoint a proxyholder such as a bank or a shareholders' association to exercise their voting rights at the Annual General Meeting, or they may issue a proxy to the voting representative appointed by the company and instruct this representative how to vote. In these cases, too, shareholders must submit their registrations for the Annual General Meeting and provide proof of share ownership in the manner described above by the deadline.

Proxies, any revocations, and the proof that the proxy towards the company was issued must in principle be supplied in text form (§ 126b BGB). Neither the law nor the Articles of Association specify a special form for granting a proxy to a bank, a shareholders' association, or other intermediaries included in § 135 AktG and persons treated as such in accordance with § 135 AktG. The bank, person, or institution to be granted the proxy may require the proxy document to take a particular form because these proxyholders according

to § 135 (1) sentence 2 *AktG* are required to maintain verifiable records of proxies issued. Please ask the proxyholder to be appointed for further information.

Shareholders will receive further details of how to grant proxies and issue instructions, including to the voting representative appointed by the company, together with their access cards after they have registered for the Annual General Meeting and submitted proof of share ownership. This information is also available on the company's website at www.Beiersdorf.de/Hauptversammlung (see www.Beiersdorf.com/Annual_General_Meeting for the English version).

Issuing proxies to third parties

To issue proxies, we ask our shareholders to use the AGM system or the proxy form provided on their access cards or available for download on the company's website at www.Beiersdorf.de/Hauptversammlung (only available in German). The company will also send a proxy form to shareholders on request.

For organizational reasons, proxies granted using the proxy form must be received by the company at the following address by the end of the day on April 21, 2026 (24:00 hrs CEST) at the latest:

Beiersdorf Aktiengesellschaft
c/o HV AG
Jakob-Oswald-Strasse 4
92289 Ursensollen
Germany

Fax: +49 40 4909-187603

E-mail: eintrittskarte@anmeldung-hv.de

If the proxy is not granted within the requisite period as described above using the proxy form, the following shall apply with respect to the proxy granted to the proxyholder: By using the AGM system, the proxyholder declares that he or she has been duly authorized. In this case, proof that a proxy has been granted must be served on the company by no later than 10:30 hrs CEST on April 23, 2026 (date of receipt by the company). Please use the telefax number or e-mail address stated above to submit this proof.

Using the voting representative provided by the company

In addition, we are offering our shareholders the opportunity to be represented during the voting by a voting representative appointed by the company, who will vote in accordance with their instructions. The voting representative is obliged to vote as instructed and will not exercise voting rights at his or her own discretion. The voting representative appointed by the company will only exercise voting rights on agenda items for which he or she has been issued with express and clear instructions. To the extent that such express and clear instructions are not issued, the voting representative appointed by the company will abstain from the vote in question.

The proxy and instructions to the voting representative appointed by the company may be issued via the AGM system or in text form using the proxy and instruction forms provided on the access cards to the Annual General Meeting and made available on the company's website at www.Beiersdorf.de/Hauptversammlung (only available in German).

Proxies and instructions to the voting representative appointed by the company issued via the AGM system must have been issued in full by no later than the end of the voting at the Annual General Meeting. Up until this time, any proxies or instructions previously submitted via the AGM system or in any other manner (e.g. using the form for issuing proxies and instructions) may be canceled or modified using the AGM system. If multiple proxies or instructions are received, only those received the most recently by the company will be deemed valid. The proxy and voting instructions for the voting representative most recently received by the company will also be deemed to be binding if a postal vote has previously been submitted via the AGM system or using the postal voting form. The access card printed with the necessary login data is required to use the AGM system. Shareholders can access the system via the company's website at www.Beiersdorf.de/Hauptversammlung (see www.Beiersdorf.com/Annual_General_Meeting for the English version).

Proxies for and instructions to the voting representative appointed by the company submitted in text form using the forms can be sent to the company ahead of the Annual General Meeting at the following address:

Beiersdorf Aktiengesellschaft
c/o HV AG
Jakob-Oswald-Strasse 4
92289 Ursensollen
Germany

Fax: +49 40 4909-187603

E-mail: eintrittskarte@anmeldung-hv.de

In this case, for organizational reasons the fully completed form must be received by the company by no later than the end of the day on April 21, 2026 (24:00 hrs CEST).

This does not affect the option to issue a proxy to the voting representative appointed by the company during the course of the Annual General Meeting via the AGM system.

If any proxies and instructions for the voting representative are submitted to the service provider responsible for handling the registration process, the voting behavior will not be forwarded to the company until the beginning of Annual General Meeting.

Shareholders' rights

Motions to add items to the agenda in accordance with § 122 (2) AktG

Shareholders whose shares, when taken together, amount to one-twentieth of the share capital or €500,000.00 (500,000 no-par-value shares) can demand that items be tabled on the agenda and announced. Each new item must be accompanied by the reasons for it or by a proposed resolution. The request must be directed in writing to Beiersdorf Aktiengesellschaft's Executive Board and must have been received by the company at the following address by the end of the day on March 23, 2026 (24:00 hrs CET) at the latest:

Beiersdorf Aktiengesellschaft
Executive Board
Beiersdorfstrasse 1-9
22529 Hamburg
Germany

Fax: +49 40 4909-185000
E-mail: Investor.Relations@Beiersdorf.com

Countermotions and proposals for elections in accordance with § 126 (1), (4), § 127 AktG

Shareholders have the opportunity to submit countermotions in accordance with § 126 (1) AktG and proposals for elections in accordance with § 127 AktG to the company prior to the Annual General Meeting. Countermotions and proposals for elections that are to be made accessible prior to the Annual General Meeting must be received by the company by no later than the end of the day on April 8, 2026 (24:00 hrs CEST) at the following address:

Beiersdorf Aktiengesellschaft
Investor Relations (Bf. 86)
Beiersdorfstrasse 1-9
22529 Hamburg
Germany

Fax: +49 40 4909-185000
E-mail: Investor.Relations@Beiersdorf.com

In accordance with §§ 126 (4), 127 sentence 1 AktG, shareholders' countermotions and proposals for elections that are to be made accessible pursuant to § 126 (1) to (3) AktG or § 127 AktG are deemed to be proposed at the time at which they are made accessible. Countermotions and proposals for elections to be made accessible will be put to a vote by the company via the AGM system. If the shareholder who submitted the proposal is not duly authorized or has not duly registered for the Annual General Meeting, the motion does not need to be addressed by the Annual General Meeting.

Provided the statutory requirements are met, the company will make available without undue delay countermotions and proposals for elections together with the shareholder's name and the reasons which need to be made available on its German website at www.Beiersdorf.de/Hauptversammlung (see www.Beiersdorf.com/Annual_General_Meeting for the English version). Any statements of the management will also be made available on the above-mentioned website.

Right to submit statements in accordance with § 130a (1) to (4) AktG

Shareholders who have duly registered for the Annual General Meeting can submit statements to the company prior to the Annual General Meeting by means of electronic communication. Statements must be submitted by no later than the end of the day on April 17, 2026 (24:00 hrs CEST) using the corresponding function in the AGM system.

Statements may be made in text form or by video message and must be related to the agenda of the Annual General Meeting. Statements in text form may not exceed 10,000 characters (including spaces) in length, and video statements may not be longer than three minutes.

The company will publish statements received by the deadline, including the name of the shareholder who submitted the statement, no later than four days prior to the Annual General Meeting on its German website at www.Beiersdorf.de/Hauptversammlung (see www.Beiersdorf.com/Annual_General_Meeting for the English version). The company reserves the right to replay, during the meeting, statements or excerpts of statements submitted by video message and to comment on them. However, questions contained in the statements, or counter motions in accordance with § 126 AktG and proposals for elections in accordance with § 127 AktG, will not be considered. Questions may only be posed in the Annual General Meeting itself. For counter motions and proposals for elections, the explanations in the "Counter motions and proposals for elections in accordance with § 126 (1), (4), § 127 AktG" section apply.

The company will not publish statements under the circumstances described in § 130a (3) sentence 4 AktG in conjunction with § 126 (2) sentence 1 no. 1, no. 3 or no. 6 AktG, i.e. particularly where the statements contain discriminatory, offensive, or otherwise criminally relevant, manifestly false, or misleading content. Statements will also not be published if they are unrelated to the agenda of the Annual General Meeting or exceed the length of 10,000 characters (including spaces) or three minutes. Further explanations on the submission of statements can be found in the "Explanations on the rights of the shareholders" document at the website www.Beiersdorf.de/Hauptversammlung (see www.Beiersdorf.com/Annual_General_Meeting for the English version).

Further information, including on the technical and legal requirements relating to statements, is provided on the company's website at www.Beiersdorf.de/Hauptversammlung (see www.Beiersdorf.com/Annual_General_Meeting for the English version).

Right to speak and right to request information for duly registered shareholders at the Annual General Meeting in accordance with § 130a (5), (6) AktG and § 131 (1) AktG

Duly registered shareholders connected electronically to the Annual General Meeting may make oral contributions and request information during the meeting.

The right to speak can only be exercised by means of video communication via the AGM system. Oral contributions by shareholders may include motions in accordance with § 126 AktG, proposals for elections in accordance with § 127 AktG, and requests for information in accordance with § 131 AktG.

Information may be requested from the Executive Board in accordance with § 131 AktG on matters pertaining to the company insofar as the information is required to make a proper judgment regarding the items on the agenda. The right to information also extends to the legal and business relations of the company with affiliated enterprises. The right to information includes the opportunity to ask questions regarding answers already provided by the Executive Board. The chair of the meeting has decided that information may only be requested by means of video communication via the AGM system. Requests for information may not be submitted by any other means either before or during the Annual General Meeting.

In the interest of conducting the Annual General Meeting efficiently, the chair of the meeting may reasonably restrict the time allocated to shareholders to speak and request information; in particular, the chair may set the time permitted for individual shareholder contributions.

Oral contributions or requests for information must be registered via the AGM system, which is available for this purpose starting one hour before the opening of the Annual General Meeting. Before an oral contribution or request for information is permitted, the proper functioning of the video communication between the shareholder and the company will be checked. For this purpose, the shareholder is directed to a virtual waiting room where he or she can continue to view the Annual General Meeting. From there, the shareholder will be connected live to the Annual General Meeting in order to make the oral contribution or request for information. The company reserves the right to reject oral contributions and requests for information if the video communication is not functioning properly.

Further information, including on the technical and legal requirements relating to speaking and requesting information, is provided on the company's website at www.Beiersdorf.de/Hauptversammlung (see www.Beiersdorf.com/Annual_General_Meeting for the English version). At the beginning of the Annual General Meeting, the chair of the meeting will explain in more detail the process for requesting to speak, being given the floor, and making the oral contribution or request for information.

Opportunity to object to resolutions of the Annual General Meeting in accordance with § 118a (1) sentence 2 no. 8 AktG

Shareholders or their proxyholders who are electronically connected to the Annual General Meeting have the right to object via electronic communication to resolutions of the Annual General Meeting. Corresponding declarations can be submitted via the AGM system starting with the opening of the Annual General Meeting and are possible until the chair of the meeting closes the Annual General Meeting.

Proof of whether and how votes are counted in accordance with § 129 (5) sentence 1 AktG

Shareholders and their proxyholders who have exercised their voting rights at the Annual General Meeting can request confirmation of whether and how their votes were counted in accordance with Section 129 (5) sentence 1 *AktG* within one month of the date of the virtual Annual General Meeting. This proof (voting confirmation) can be called in the AGM system and is available upon request from the company at eintrittskarte@anmeldung-hv.de in accordance with the statutory provisions. If the confirmation is issued to an intermediary, the intermediary must forward the confirmation to the shareholder without undue delay in accordance with section 129 (5) sentence 3 *AktG*.

Further explanations

Further explanations of shareholders' rights, particularly information on other requirements for exercising these rights, beyond complying with the relevant deadlines, are provided on the company's website at www.Beiersdorf.com/Annual_General_Meeting.

Additional information

Communication via intermediaries

Registration for the Annual General Meeting, proof of share ownership, postal votes, modification or cancellation of previous postal votes, proxy authorization of third parties, and proxy authorization of and instructions for the voting representative appointed by the company can also be submitted to the company via intermediaries within the applicable deadlines specified above in accordance with § 67c AktG in conjunction with Implementing Regulation (EU) 2018/1212 in ISO format 20022.

Shareholders who wish to use this means of communication are requested to contact their respective (ultimate) intermediary, for example their depository bank, for details.

Livestreaming of the Annual General Meeting and the Executive Board's report

The Annual General Meeting will be livestreamed in full on the internet at www.Beiersdorf.de/Hauptversammlung (see www.Beiersdorf.com/Annual_General_Meeting for the English version) on April 23, 2026.

The main contents of the Executive Board's report are expected to be published on April 15, 2026, at the latest on the company's website at www.Beiersdorf.de/Hauptversammlung (see www.Beiersdorf.com/Annual_General_Meeting for the English version) to ensure that the shareholders have a reasonable opportunity for submitting questions on the contents of the report by video at the Annual General Meeting. The full Executive Board report will also be made available at this website.

Opening of the virtual waiting room

Access to the virtual waiting room via the AGM system will be possible from one hour before the start of the Annual General Meeting on April 23, 2026, i.e. from 9:30 a.m. (CEST), so that the technical check on proper functioning of the video communication between the shareholder and the company, which is necessary before an oral contribution or request for information is permitted, can be conducted in good time and an orderly process for the oral contributions and requests for information can be ensured. The Annual General Meeting can be viewed from when it begins in the virtual waiting room.

References to times in this invitation

All references to times in this invitation are based on Central European Time (CET) for dates on or before March 28, 2026, and on Central European Summer Time (CEST) for dates on or after March 29, 2026. Accordingly, UTC (coordinated universal time) equals CET less one hour and UTC equals CEST less two hours.

Publication in the *Bundesanzeiger* (Federal Gazette) and information on the company's website

This notice convening the Annual General Meeting was published in the *Bundesanzeiger* (Federal Gazette) on March 3, 2026. The invitation, with an overview of the disclosures in accordance with § 125 AktG in connection with Article 4 and Annex Table 3 of the Implementing Regulation (EU) 2018/1212, as well as the documents to be made available and further information including detailed explanations of the shareholders' rights may also be inspected on the company's website at www.Beiersdorf.de/Hauptversammlung (see www.Beiersdorf.com/Annual_General_Meeting for the English version).

The results of the votes on the items of the agenda will be published on the company's website after the Annual General Meeting. The website will also include instructions on how to access a confirmation of the votes counted pursuant to § 129 (5) AktG from the AGM system within a period of one month after the date of the Annual General Meeting.

Information on data protection

The company processes the personal data of its shareholders and any shareholder representatives for the purpose of preparing and holding its Annual General Meeting. This data particularly includes the name, town or city of residence or address, any e-mail address and/or phone number, the number of shares held, the access card number, the grant of any voting proxies, the voting and any statements submitted in writing or as a video message ahead of the Annual General Meeting and/or oral contributions and requests for information submitted during the Annual General Meeting. Depending on the specific circumstances, further personal data may also be processed. The company is the controller for the purposes of data processing. Data is processed to enable the shareholders and shareholder representatives to attend the Annual General Meeting and to exercise their rights before and during the Annual General Meeting. The legal basis for data processing is Article 6 (1) subparagraph 1 (c) of the General Data Protection Regulation (GDPR).

The company utilizes various service providers and consultants in connection with its Annual General Meeting. They receive from the company only such personal data that they require to perform their specific duties. The service providers and consultants process this data solely in accordance with the company's instructions. Otherwise, personal data is made available to the shareholders and shareholder representatives in accordance with the applicable statutory provisions in the form of the list of participants. Personal data is stored for as long as this is required by law or the company has a legitimate interest in doing so. Provided that the statutory conditions are met, you have a right of information, rectification, restriction, objection and deletion with respect to your personal data and the processing of your personal data as well as a right to data portability in accordance with Chapter III of the GDPR. You may exercise these rights against the company free of charge by contacting it via the e-mail address dataprotection@beiersdorf.com or the following postal address:

Beiersdorf Aktiengesellschaft
Data protection
Beiersdorfstrasse 1-9
22529 Hamburg
Germany

In addition, you have a right to lodge a complaint with the supervisory authority in accordance with Article 77 of the GDPR. You can reach our company Data Protection Officer at:

Beiersdorf Aktiengesellschaft
Attn. Data Protection Officer
Beiersdorfstrasse 1-9
22529 Hamburg
Germany

E-mail: dataprotection@beiersdorf.com

Hamburg, March 2026

Beiersdorf Aktiengesellschaft
The Executive Board