



Beiersdorf

RESULTS H1 2015

August 5, 2015

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KEY FIGURES – GROUP

	Jan. – Jun. 2014	Jan. – Jun. 2015	Change	
	mill. €	mill. €	<i>nominal</i> in %	<i>like-for-like</i> in %
Sales	3,171	3,402	7.3	1.4
EBIT	452	508		
Profit after Tax	309	351		
Earnings per Share in €	1.35	1.53		
EBIT*	452	508		
Profit after Tax*	309	351		
EBIT Margin*	14.3%	14.9%		
Profit after Tax Margin*	9.8%	10.3%		
Earnings per Share in €*	1.35	1.53		

* Excluding special factors.

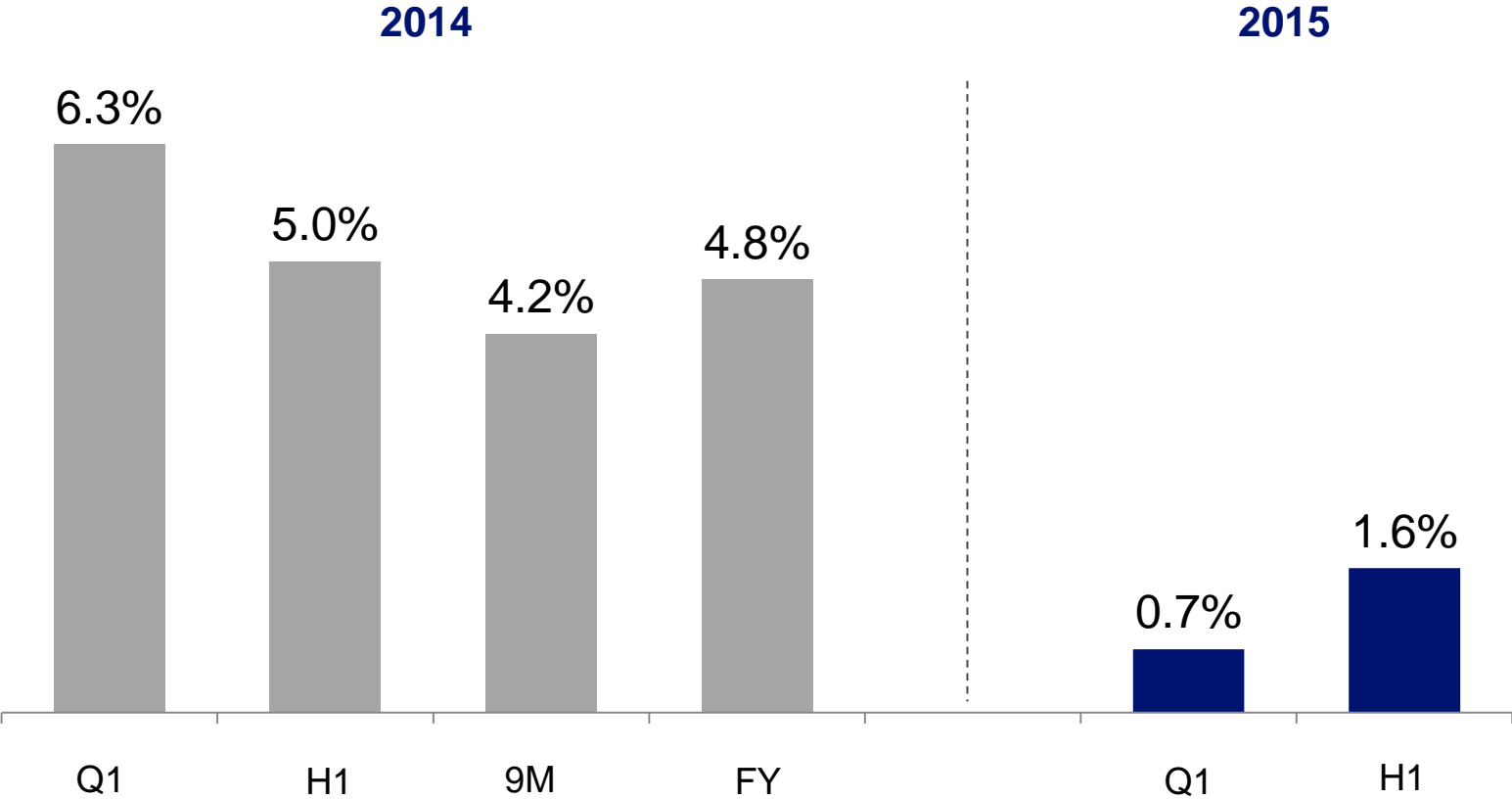
KEY FIGURES – tesa

	Jan. – Jun. 2014	Jan. – Jun. 2015	Change	
	mill. €	mill. €	<i>nominal</i> in %	<i>like-for-like</i> in %
Sales	534	575	7.7	0.1
EBIT*	85	98		
EBIT Margin*	15.9%	17.1%		

* Excluding special factors.

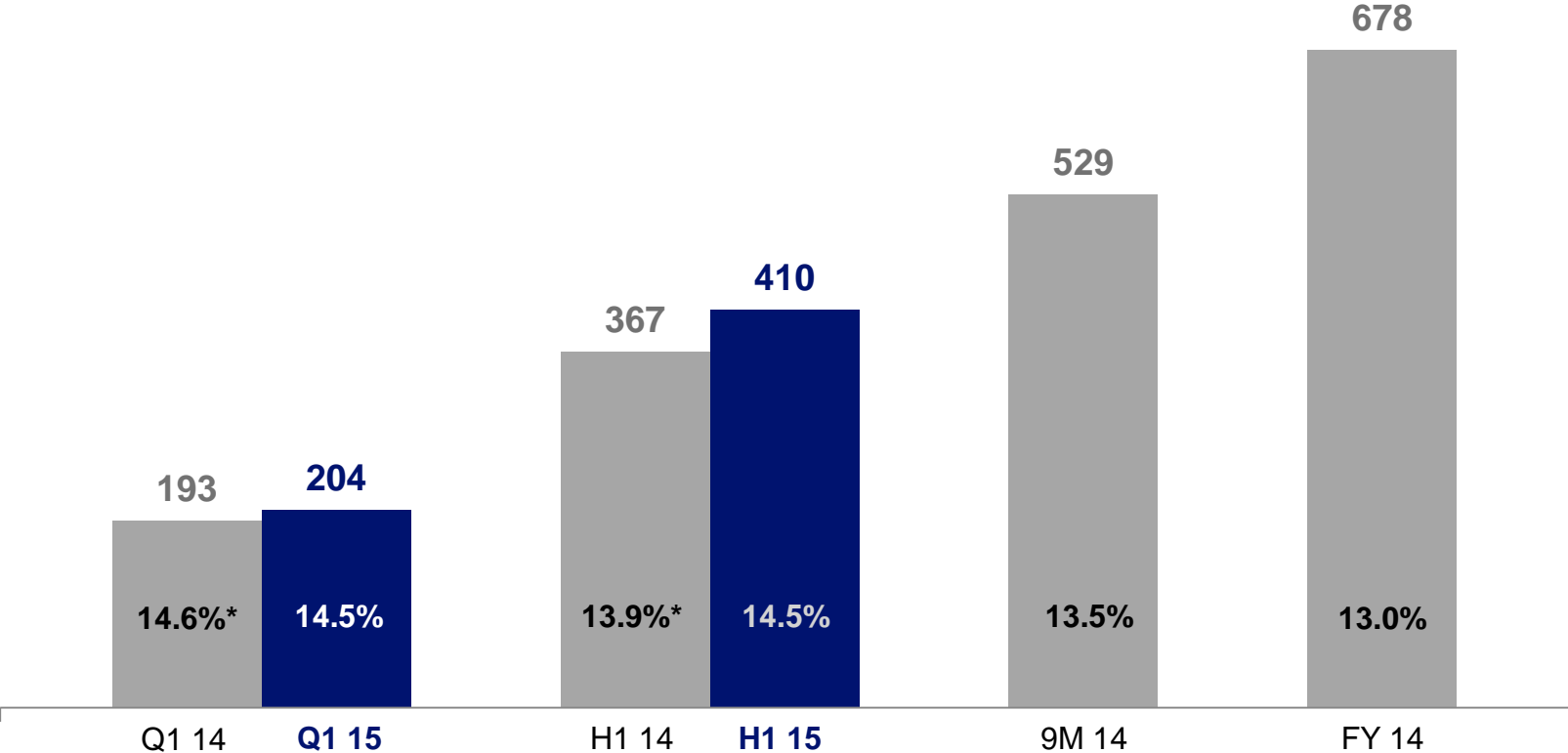
CONSUMER SALES GROWTH

(Sales growth in % on a like-for-like basis)



CONSUMER EBIT

(in mill. € / % of sales)



*Including non-recurring income of €10 million from the sale of real estate

CONSUMER SALES PER REGION

	Jan. – Jun. 2014	Jan. – Jun. 2015	Change		Allocation
			<i>nominal</i>	<i>like-for-like</i>	
	mill. €	mill. €	in %	in %	in %
Western Europe	1,197	1,206	0.8	-1.4	42.7
Eastern Europe	280	269	-4.1	6.4	9.5
North America	166	210	26.9	4.5	7.4
Latin America	280	315	12.4	10.7	11.1
A/A/A	714	827	15.9	0.6	29.3
Total Consumer	2,637	2,827	7.2	1.6	

BLUE AGENDA

BLUE AGENDA

Blue »
Agenda

We will be the No. 1 Skin Care company in our relevant categories and markets.

We Are Skin Care
Closest to Markets

We are small and act with maximum focus, speed and efficiency.

Fast & Flexible
Lean & Efficient

We combine leading brands, big innovations and world-class advertising.

Leading Brands
Big Innovations
World-Class Advertising
Shopper Connectivity

We are Beiersdorf ... we are unique!

One Team
Top Talent
Values & Culture



KEY DRIVERS

- Brand
- Innovation
- Markets
- People

BRAND



INNOVATION



- **Successful innovations:** Already driving growth
- Double-digit market shares in many countries within a few months of the launches
- Reaching more customers with an unprecedented value-for-money equation

GUIDANCE

Sales development on a like-for-like basis
Profit development on an operative basis

Consumer

- Sales growth 3-5%
- EBIT margin slightly above previous year



tesa

- Sales growth 1-3%
- EBIT margin slightly above previous year



Total Group

- Sales growth 3-5%
- EBIT margin slightly above previous year
- PAT margin slightly above previous year

2014 data for reference*:

- Consumer EBIT 13.0%
- tesa EBIT 17.0%
- Group EBIT 13.7%
- Group Profit After Tax 9.2%

* Excluding special factors

Questions and Answers

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