



Beiersdorf

RESULTS H1 2016

August 4, 2016

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KEY FIGURES – GROUP

	Jan. – Jun. 2015	Jan. – Jun. 2016	Change	
	mill. €	mill. €	<i>nominal</i> in %	<i>like-for-like</i> in %
Sales	3,402	3,358	-1.3	2.8
EBIT	508	513		
Profit after Tax	351	371		
Earnings per Share in €	1.53	1.61		
EBIT*	508	513		
Profit after Tax*	351	371		
EBIT Margin*	14.9%	15.3%		
Profit after Tax Margin*	10.3%	11.0%		
Earnings per Share in €*	1.53	1.61		

* Excluding special factors.

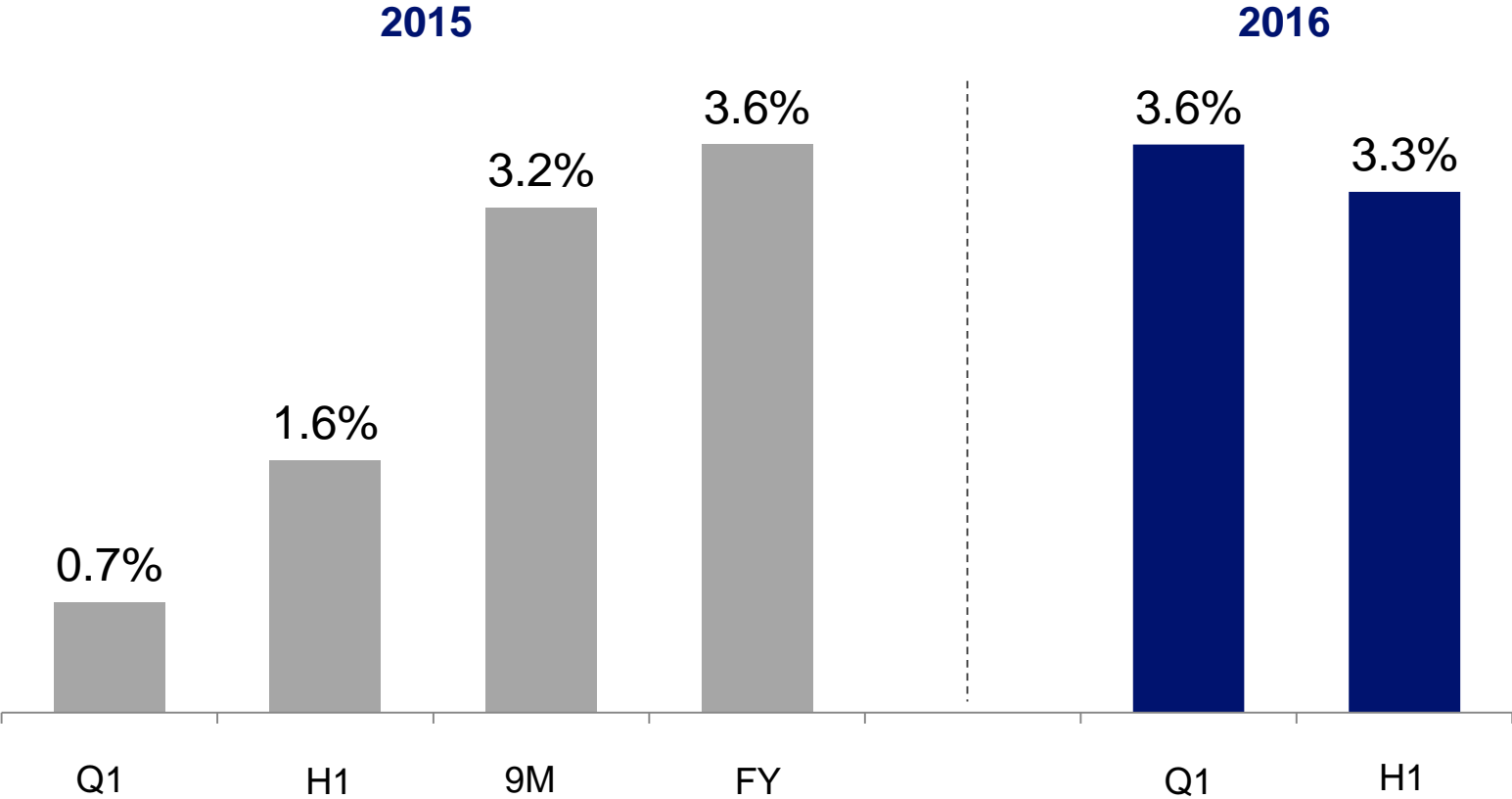
KEY FIGURES – tesa

	Jan. – Jun. 2015	Jan. – Jun. 2016	Change	
	mill. €	mill. €	<i>nominal</i> in %	<i>like-for-like</i> in %
Sales	575	560	-2.7	0.2
EBIT*	98	89		
EBIT Margin*	17.1%	16.0%		

* Excluding special factors.

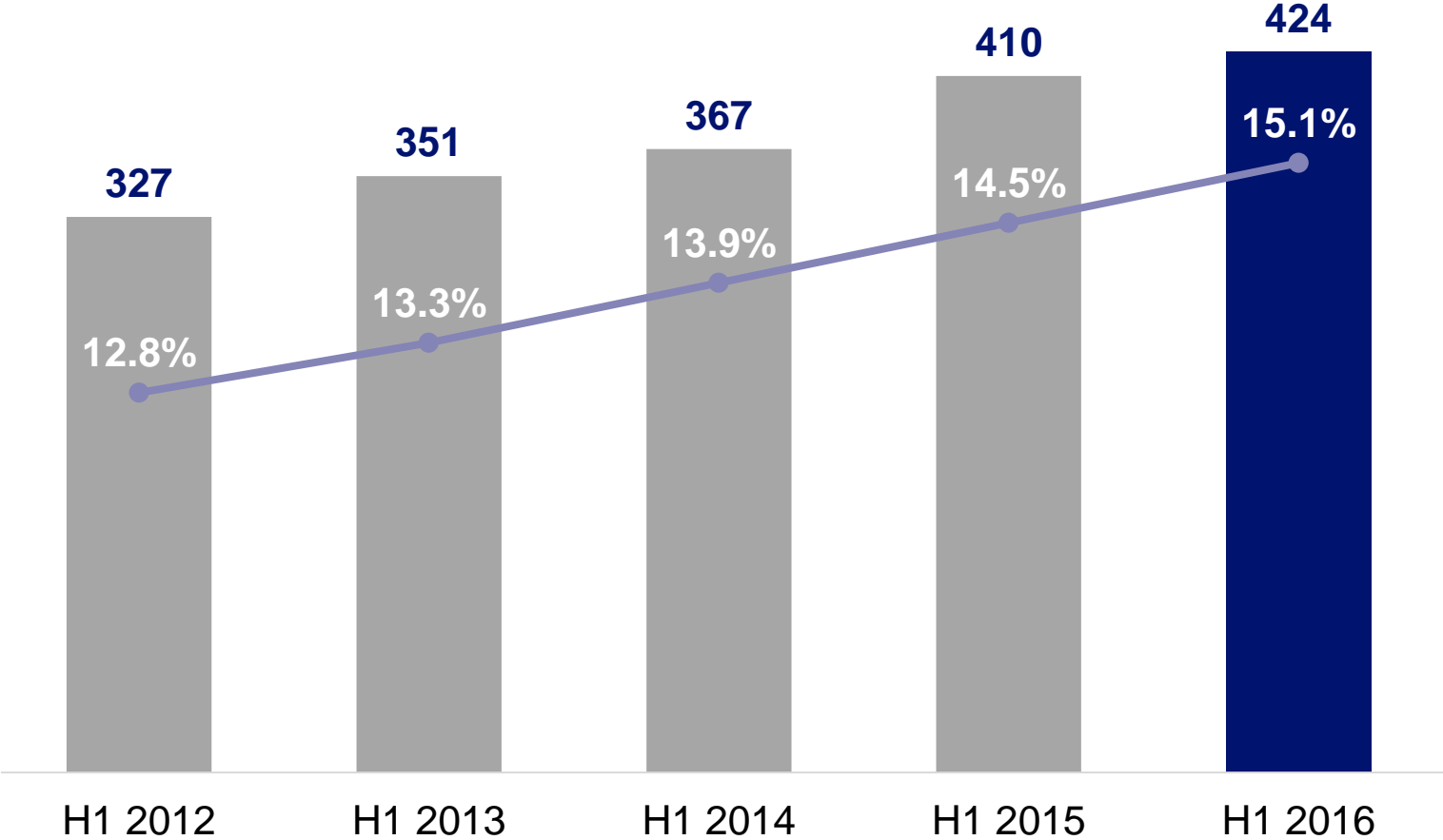
CONSUMER SALES GROWTH

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



CONSUMER EBIT

(in mill. € / % of sales, excluding special factors)



CONSUMER SALES PER REGION

	Jan. – Jun. 2015	Jan. – Jun. 2016	Change	
	mill. €	mill. €	<i>nominal</i> in %	<i>organic</i> in %
Europe	1,475	1,466	-0.6	2.4
Western Europe	1,206	1,207	0.0	1.4
Eastern Europe	269	259	-3.5	6.9
Americas	525	491	-6.5	1.5
North America	210	205	-2.6	-1.7
Latin America	315	286	-9.0	3.8
Africa/Asia/Australia	827	841	1.7	6.3
Total Consumer	2,827	2,798	-1.0	3.3

BLUE AGENDA

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Blue Agenda

<p>We will be the No. 1 Skin Care company in our relevant categories and markets.</p> <p>We Are Skin Care Closest to Markets</p>	<p>We combine leading brands, big innovations and world-class advertising.</p> <p>Leading Brands Big Innovations World-Class Advertising Shopper Connectivity</p>
<hr/> <p>We are small and act with maximum focus, speed and efficiency.</p> <p>Fast & Flexible Lean & Efficient</p>	<hr/> <p>We are Beiersdorf ... we are unique!</p> <p>One Team Top Talent Values & Culture</p>



KEY DRIVERS

- Brand
- Innovation
- Markets
- People

BRAND



INNOVATION



Care Creme



MEN Creme



Protect & Care

Financials

Jesper Andersen, CFO

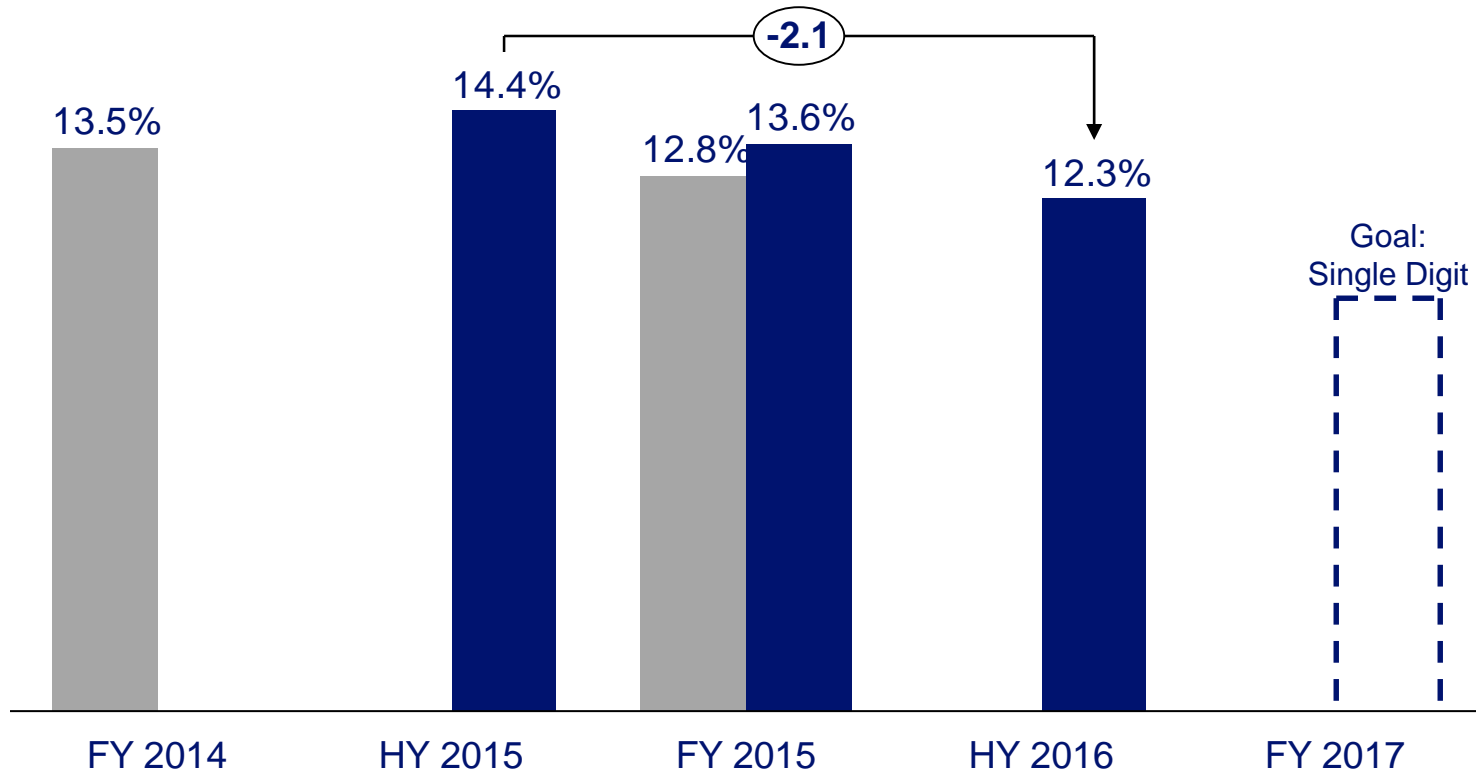
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WORKING CAPITAL – CONSUMER*

(in % of Consumer sales)



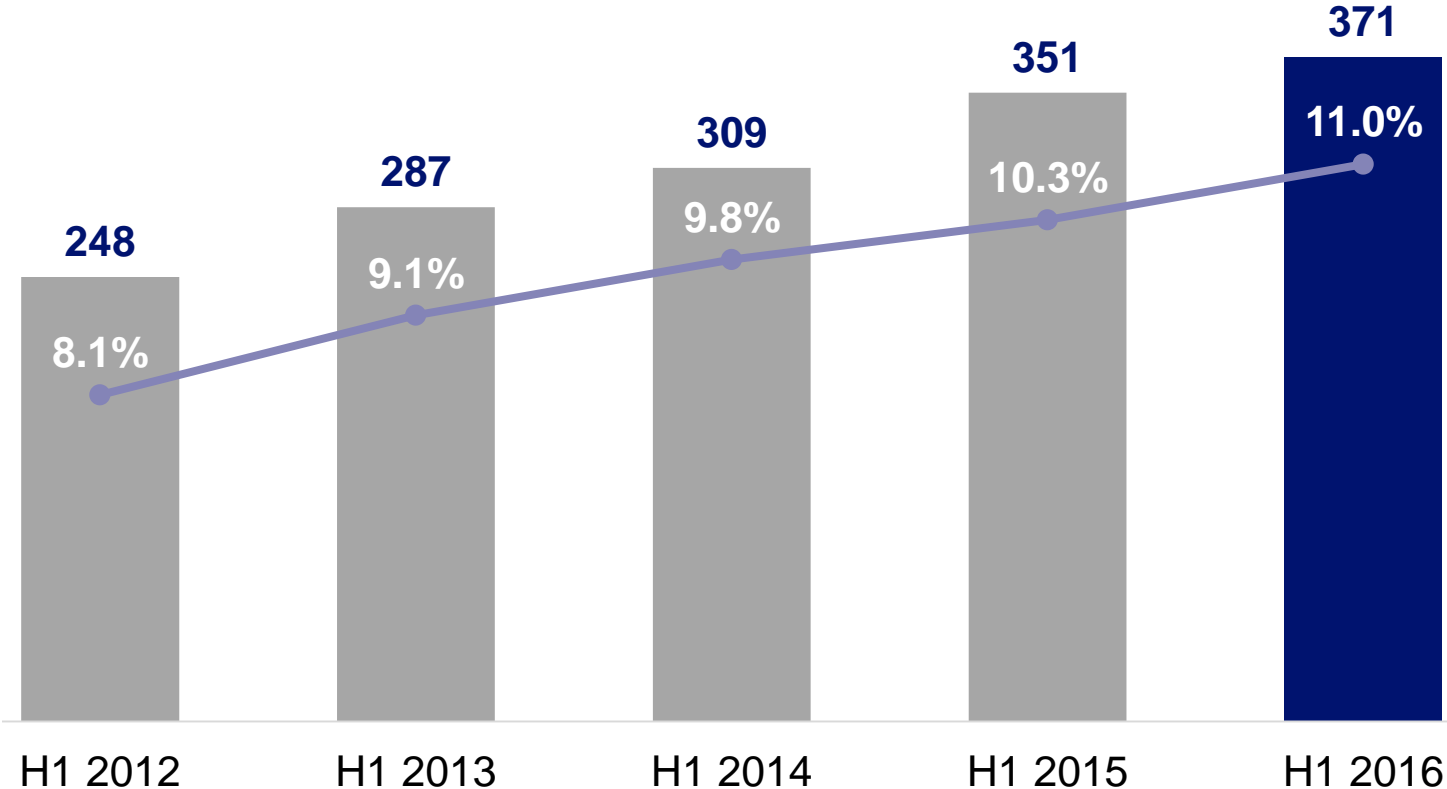
Difference in accounting from 2016:

- Old accounting
- New accounting

* Refers to the items inventories, trade receivables, and trade payables

PROFIT AFTER TAX – GROUP

(in mill. € / % of sales, excluding special factors)



GUIDANCE 2016

Sales development on an organic basis
Profit development on an operative basis

Consumer

- Sales growth 3-4%
- EBIT margin slightly above previous year



tesa

- Sales growth slightly above previous year
- EBIT margin slightly below previous year



Total Group

- Sales growth 3-4%
- EBIT margin slightly above previous year
- PAT margin slightly above previous year

2015 data for reference (excluding special factors):

- Consumer EBIT 13.9%
- tesa EBIT 16.8%
- Group EBIT 14.4%
- Group Profit After Tax Margin 10.0%

Questions and Answers

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