



Beiersdorf

RESULTS H1 2017

August 3rd, 2017

HALF-YEAR SUMMARY

- Profitable growth above market for both Consumer and tesa in H1 2017.
- Q2 2017 was very innovation driven.
- The cyber attack of June 27th has shifted sales into Q3.
- Without the cyber attack, the group would have grown by **+4.4%**, instead of the reported +3.3% for H1 2017.
- Consumer would have been **+3.4%**, instead of the reported +2.3%.
- tesa would have grown by **+9.4%**, instead of the reported +8.5%.

KEY FIGURES – GROUP

	Jan. – Jun. 2016	Jan. – Jun. 2017	Change	
	mill. €	mill. €	<i>nominal</i> in %	<i>like-for-like</i> in %
Sales	3,358	3,513	4.6	3.3 / 4.4*
EBIT	513	561		
Profit after Tax	371	396		
Earnings per Share in €	1.61	1.71		
EBIT	513	561		
Profit after Tax	371	396		
EBIT Margin	15.3%	16.0%		
Profit after Tax Margin	11.0%	11.3%		
Earnings per Share in €	1.61	1.71		

* estimated without the effect of the IT attack and the resulting shift of sales

KEY FIGURES – tesa

	Jan. – Jun. 2016	Jan. – Jun. 2017	Change	
	mill. €	mill. €	<i>nominal</i> in %	<i>like-for-like</i> in %
Sales	560	610	9.0	8.5 / 9.4*
EBIT	89	110		
EBIT Margin	16.0%	18.1%		

* estimated without the effect of the IT attack and the resulting shift of sales

KEY FIGURES – CONSUMER

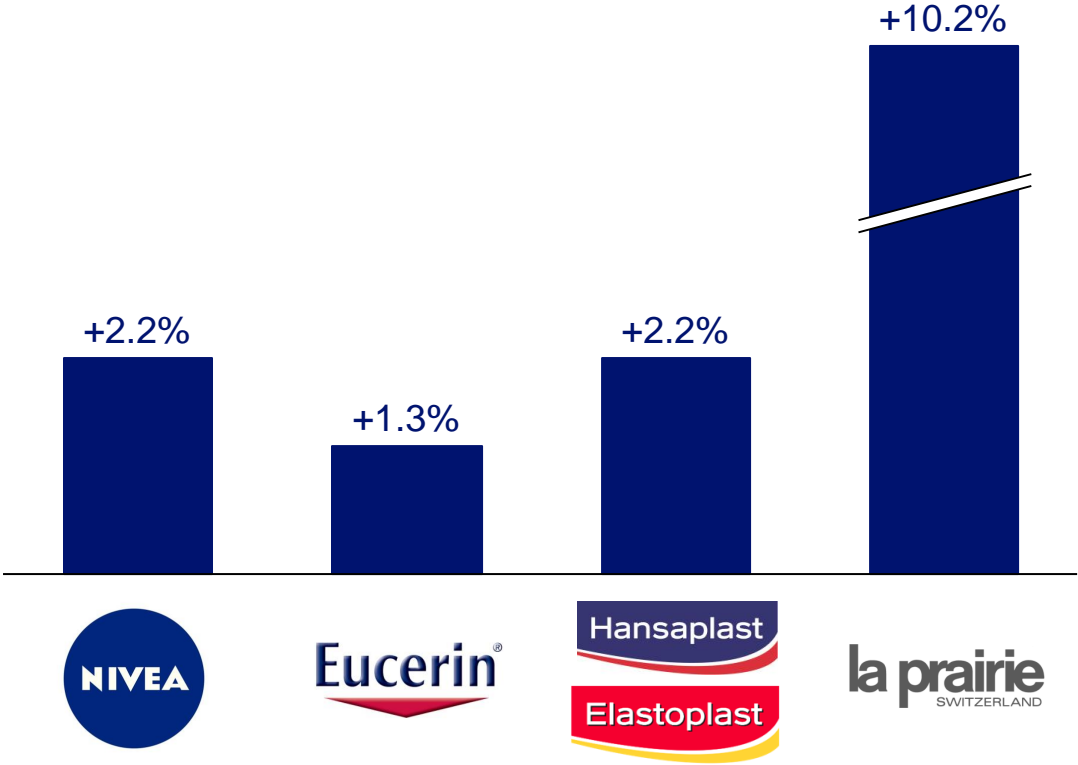
	Jan. – Jun. 2016	Jan. – Jun. 2017	Change	
	mill. €	mill. €	<i>nominal</i> in %	<i>like-for-like</i> in %
Sales	2,798	2,903	3.8	2.3 / 3.4*
EBIT	424	451		
EBIT Margin	15.1%	15.5%		

* estimated without the effect of the IT attack and the resulting shift of sales

CONSUMER SALES BY BRAND

CORE BRANDS

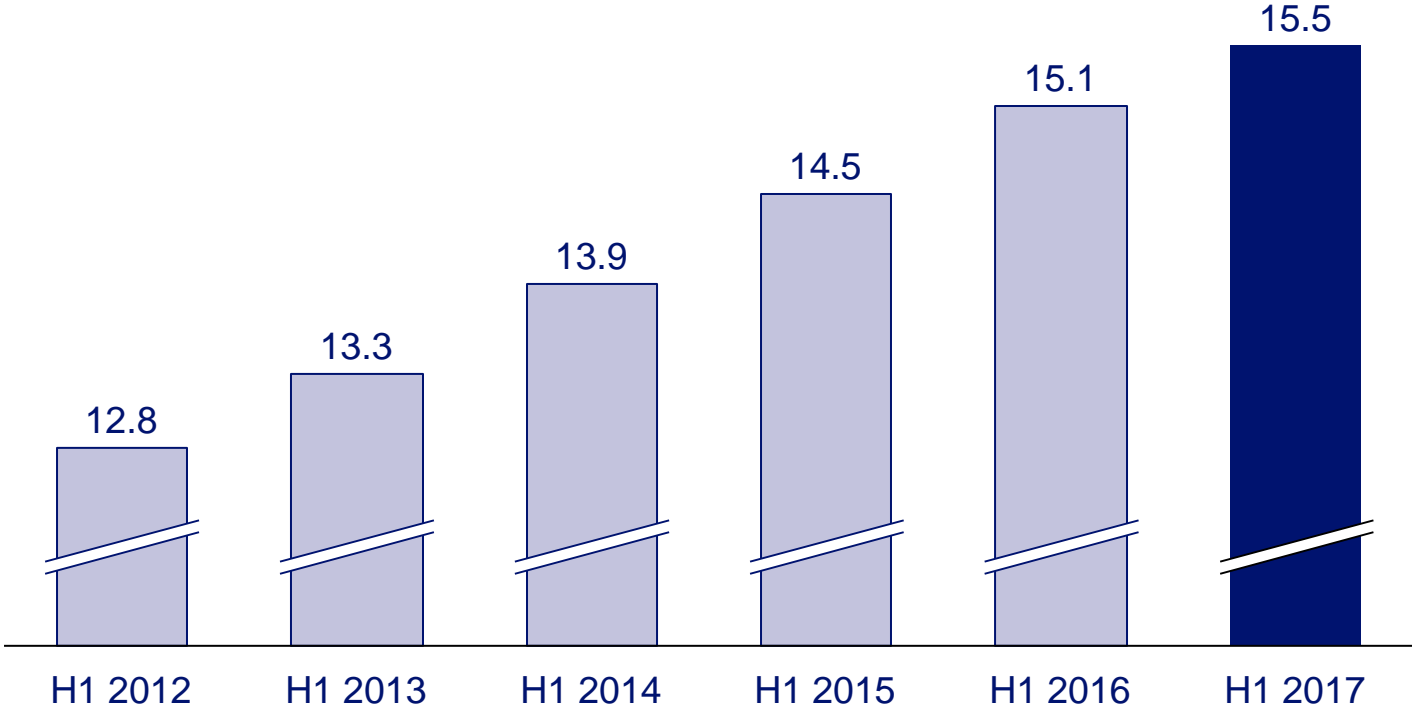
H1 2017



CONSUMER EBIT

EBIT

In % of NS, Consumer, excl. special factors



CONSUMER SALES PER REGION

	Jan. – Jun. 2016	Jan. – Jun. 2017	Change	
	mill. €	mill. €	<i>nominal</i> in %	<i>organic</i> in %
Europe	1,466	1,491	1.7	1.1
Western Europe	1,207	1,203	-0.3	0.6
Eastern Europe	259	288	11.1	3.5
Americas	491	518	5.7	0.8
North America	205	206	0.7	-1.1
Latin America	286	312	9.2	2.1
Africa/Asia/Australia	841	894	6.2	5.3
Total Consumer	2,798	2,903	3.8	2.3 / 3.4*

* estimated without the effect of the IT attack and the resulting shift of sales

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



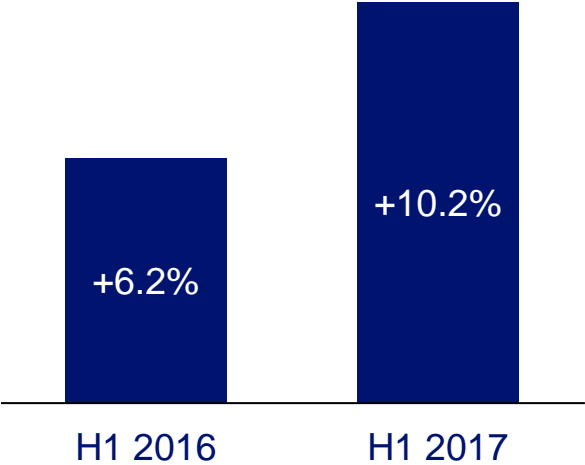
KEY DRIVERS

- Brand
- Innovation
- Markets
- Efficiency
- Digitalization
- People

BRAND



STRONG GROWTH



STRONG INNOVATION



STRONG INSTORE



INNOVATION



**We asked our consumers
about our new product:**

95% **Don't notice
any stains**
on clothes after washing

97% **Expectations
fulfilled**
for a sunscreen with
clothing protection

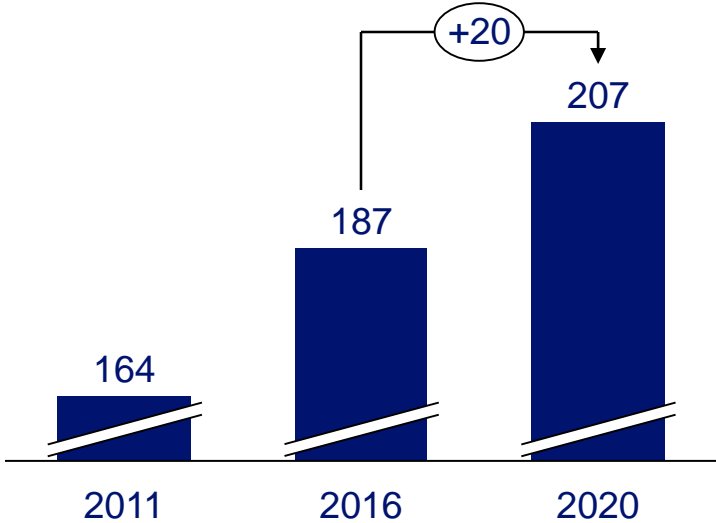
MARKETS

LIFTING POTENTIAL IN AFRICA



TAPPING GROWTH IN NIGERIA

Population in million



Source: Euromonitor

DIGITALIZATION

GOOGLE DEVELOPER'S
CONFERENCE: BEST
PRACTICE EXAMPLE

PROGRESSIVE WEB APP:
USER CENTERED



NEW BEIERSDORF HEADQUARTERS



KEY FACTS

- Headquarters:
3,000 employees
- Investment:
230 million euros
- Completion 2021

GUIDANCE 2017

Consumer

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



Total Group

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

tesa

- Sales growth 4-5%
- EBIT margin at the same level as previous year



2016 data for reference (excluding special factors):

- Consumer EBIT 14.8%
- tesa EBIT 16.2%
- Group EBIT 15.0%
- Group Profit After Tax Margin 10.8%

Note: Sales development on an organic basis – Profit development on an operative basis

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Questions and Answers

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