



C.A.R.E.+

QUARTERLY STATEMENT JAN. - MARCH 2021

Stefan De Loecker, Astrid Hermann
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Beiersdorf

REVIEW Q1

GROWTH IN A CHALLENGING MARKET ENVIRONMENT

COVID-19:

Ongoing significant restrictions



Skin Care:

Growth above the market



E-Commerce:

Strong growth in all markets and regions



Strong start for tesa:

High demand from the industrial sector



ORGANIC SALES GROWTH Q1 2021

GOOD START INTO THE YEAR

NIVEA	DERMA	HEALTHCARE	LA PRAIRIE	TESA
	 	 		
+0.5%	+12.1%	0.0%	+17.0%	+23.6%
Consumer: +2.7%				
Group: +6.3%				

NIVEA TURNAROUND IN THE FIRST QUARTER

CHALLENGING MARKET ENVIRONMENT

- Global skin care mass market declining
- Market share gains in emerging markets

FACE CARE PRODUCTS WITH RISING DEMAND

- NIVEA CELLULAR LUMINOUS630®
- NIVEA Hydra Skin Effect

SUSTAINABILITY AGENDA: CLIMATE PROTECTION

- First climate-neutralized product range
- NIVEA WonderBAR – certified natural cosmetics



DERMA

CONTINUATION OF SUCCESS STORY



STRONG SALES GROWTH

- US and Latin America leading the global growth

ONGOING SIGNIFICANT MARKET SHARE GAINS

- Market share gains in nearly all categories
- Europe and North America driving forces

INCREASING INNOVATION CAPABILITIES

- First medical product : EUCERIN Actinic Control LSF 100
- Extension of the EUCERIN Thiamidol product range



LA PRAIRIE GROWTH DESPITE GLOBAL RESTRICTIONS



ASIA LEADS THE POSITIVE DEVELOPMENT

- Massive rebound in China

STRONG GROWTH IN ONLINE SALES

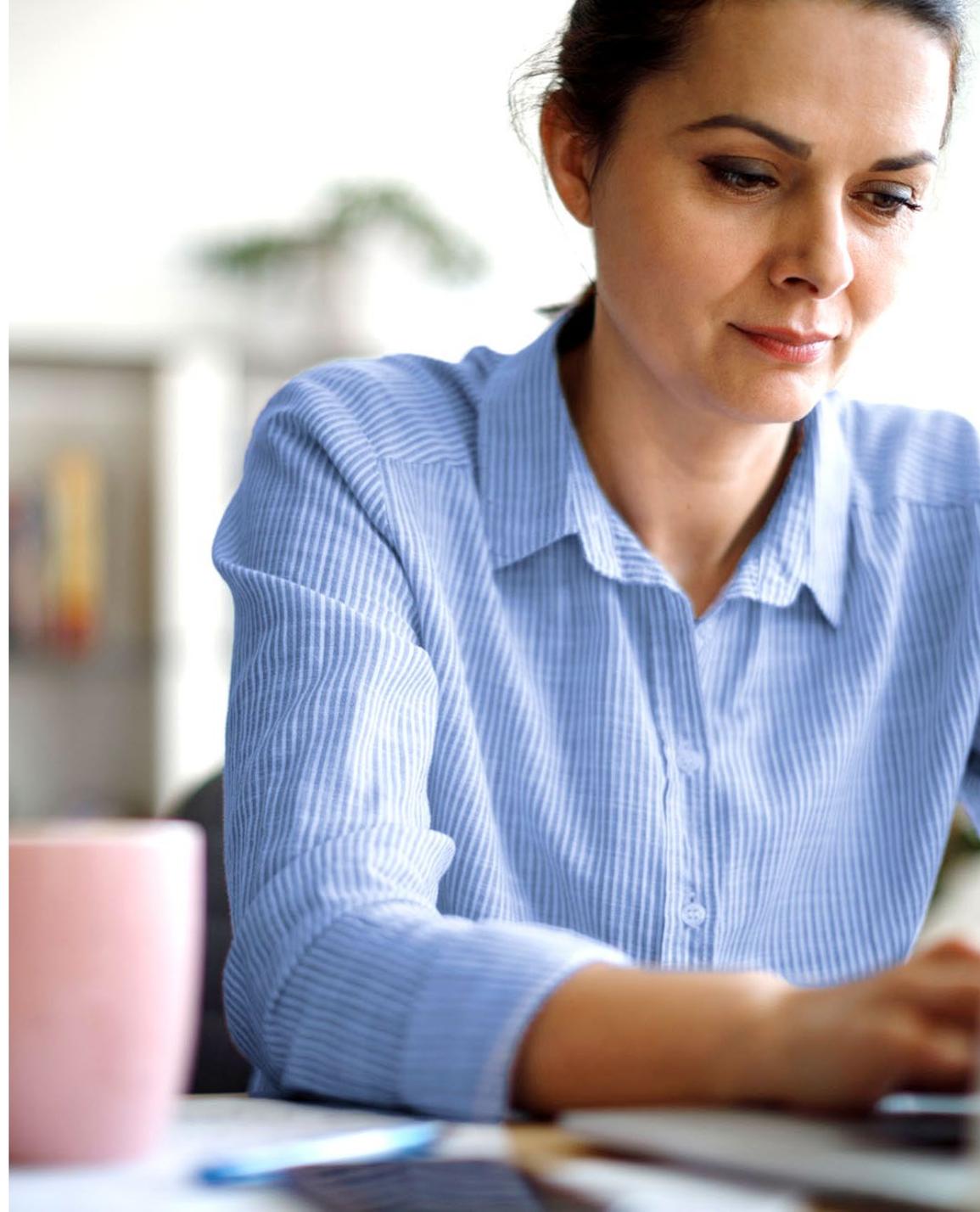
- Promising start on Tmall

EXCLUSIVE SKIN CARE

- Newest innovation: LA PRAIRIE Platinum Rare Skin-Rejuvenation Protocol

FINANCIALS

Astrid Hermann



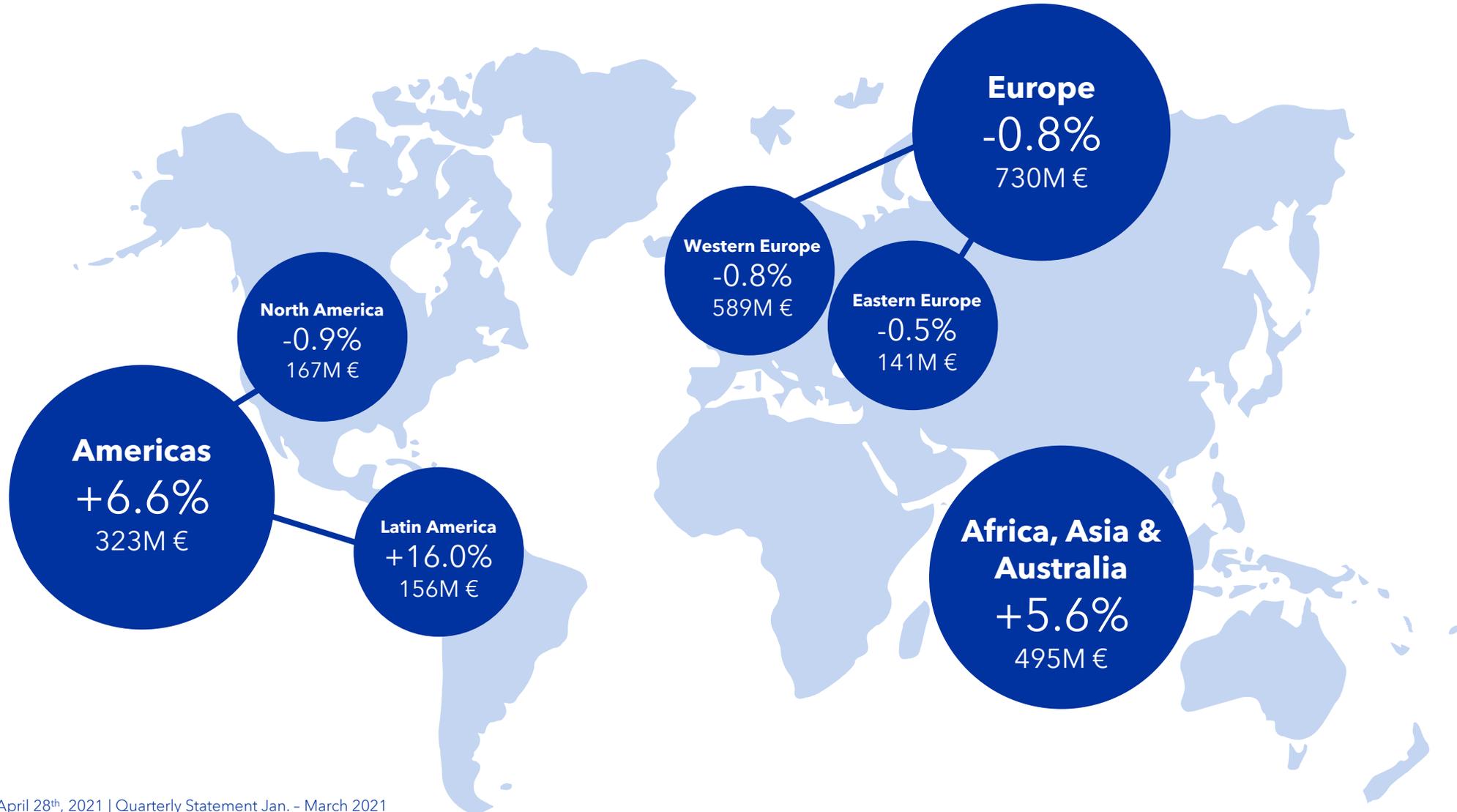
KEY FIGURES

GROUP - SALES

	SALES JAN. - MAR. 2020	SALES JAN. - MAR. 2021	GROWTH (NOMINAL)	GROWTH (ORGANIC)
	MILL. €	MILL. €		
CONSUMER	1,581	1,548	-2.1%	2.7%
TESA	329	397	20.4%	23.6%
GROUP	1,910	1,945	1.8%	6.3%

KEY FIGURES

CONSUMER - Q1 ORGANIC SALES GROWTH



TESA

STRONG SALES GROWTH IN Q1

ORGANIC SALES GROWTH Q1 2021 IN %

DIRECT INDUSTRIES

+30.7%

AUTOMOTIVE
ELECTRICAL SYSTEMS
ELECTRONICS
DIRECT GROWTH MARKETS

TRADE MARKETS

+12.7%

CONSUMER & CRAFTSMEN
GENERAL INDUSTRIAL MARKETS

TESA TOTAL

+23.6%

TESA

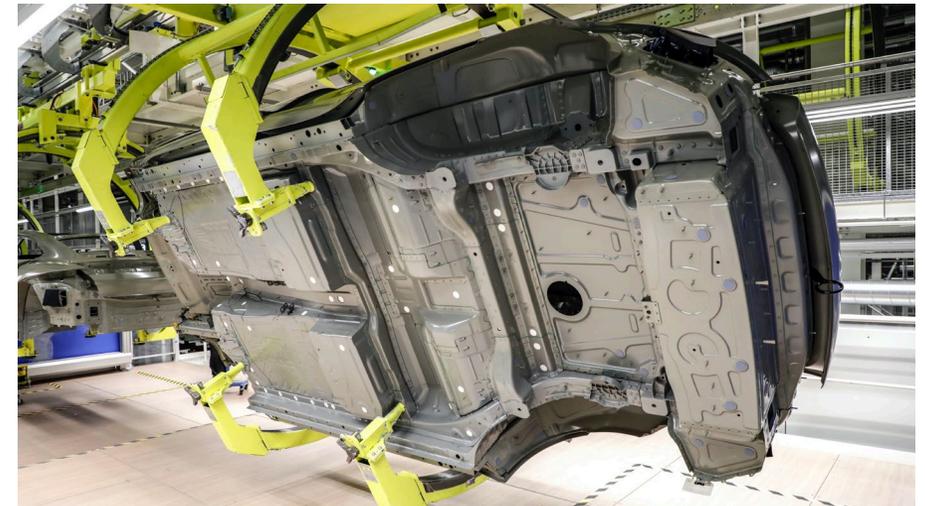
SET THE COURSE FOR THE FUTURE

INVESTMENTS

- Plant expansion China: Investment of 32M €
- New plant in Vietnam planned for 2023: Investment of 55M €

COOPERATION

- New production process developed with Porsche
- All-electric Porsche Taycan is the first vehicle for which the new technique is used



FINANCIAL OUTLOOK

GUIDANCE 2021 CONFIRMED

MARKET SHARES

Independent of Skin Care market growth, we will continue to outperform the market. We expect the global Skin Care market to improve by the end of 2021.

SALES

Sales growth in both business segments and on group level will be positive.

EBIT

Consumer and Group EBIT margin are expected to be at last year's level; tesa's EBIT margin will be below last year.

FINAL REMARKS

Stefan De Loecker



Q&A