

Quarterly Statement January - March 2021

Beiersdorf AG, Hamburg

April 28, 2021

Speech

Stefan De Loecker

Chairman of the Executive Board

Astrid Hermann

Chief Financial Officer

- The spoken word applies -

Stefan De Loecker

Good morning, ladies and gentlemen.

I would also like to welcome you to our conference call. We will look today at the business performance in the first quarter of 2021. We already published our preliminary figures at the beginning of April.

The ongoing COVID-19 pandemic again presented exceptional challenges as we started into 2021. Despite the uncertain times, however, we see a significant improvement in our business performance in the first three months, having achieved growth in what remains a very challenging market environment.

Our Consumer Business Segment continued to face difficulties in many parts of the world in the beginning of 2021. Numerous restrictions and lockdowns remain on the agenda in the fight against the COVID-19 pandemic and this is especially true in Europe. In regions like Latin America or Asia, on the other hand, our business is starting to show signs of improvement.

As the skin care business continued to outperform the market, we succeeded in increasing our Consumer sales in many regions in the first quarter despite the difficult conditions. Our EUCERIN and AQUAPHOR dermatological skin care brands as well as our LA PRAIRIE selective cosmetics brand are the main drivers in this respect.

Our growth in the first quarter can also be attributed to the increase in our online sales. We achieved a growth rate of more than 70% in e-commerce in the Consumer Business Segment in the first quarter - both in countries like the United States, United Kingdom, or Germany as well as in China or our emerging markets.

And we are delighted that our tesa Business Segment achieved such an exceptionally strong start to the fiscal year, due especially to the high demand in industrial business. Astrid Hermann will come back to this again in detail later on.

Let's take a look now at what these developments mean in sales figures before I give you a more detailed insight into the performance of our brands:

We were able to increase sales organically in the Consumer Business Segment by 2.7% year-on-year thanks to the excellent performance of the EUCERIN, AQUAPHOR, and LA PRAIRIE brands and the majority of our emerging markets. Together with the exceptionally

strong result achieved by tesa of 23.6%, we achieved organic sales growth of 6.3% in the Group in the first quarter compared with the previous year.

First to our NIVEA core brand, which achieved a turnaround in the first quarter in comparison with the previous year. While the global skin care mass market remains in decline, we were able to gain additional market share with NIVEA in our growth markets, in Japan and the United States. Latin America, Malaysia, Thailand, and also South Africa are driving this positive development.

Overall, NIVEA was able to close out the first quarter with a positive growth in sales of 0.5%. Our skin care business recorded a solid growth in sales despite the continuing difficulties on the market for sun care and lip care products. Our face care and personal care product categories, in particular, were the main sales drivers here.

One product range that performed positively in the first quarter is our NIVEA CELLULAR LUMINOUS630® face care range, which we now plan to roll out globally following a successful test market launch last year. The care range helps consumers who suffer from an irregular skin pigmentation and is thus setting new standards for innovations in skin care. Our NIVEA Hydra Skin Effect face care range has also been on the market since January. Enriched with hyaluronic acid, it provides 72-hour hydration for the skin.

I announced to you in February that we would be continuously examining how we can reach our sustainability goals, for example in the area of climate neutrality, even faster and achieve further advancements as each new product development and improvement is launched. Now, just a few months later, we are consistently implementing our ambitious “Care Beyond Skin” sustainability agenda at product level and driving our climate action forward intensively. The NIVEA Naturally Good face care range is to bring the first climate-neutralized products to market in around 30 countries, with others to follow. From June, the entire NIVEA shower gel range for the German market will also be available as a climate-neutralized range. The key aspect here is the packaging: plant-based renewable plastic will replace fossil-based virgin plastic, thus reducing CO2 emissions. With this packaging innovation, we are consistently turning our goals into concrete action. By 2025 we plan to use 50% less fossil-based virgin plastic. With these jars made of renewable plastic, we are a pioneer in our industry.

And we have achieved a further milestone with NIVEA. NIVEA’s first certified natural cosmetics products hit German shelves in the past few weeks: the NIVEA WonderBARs not

only impress thanks to their plastic-free packaging, but also their sustainable formula. The soap-free bars for facial cleansing are vegan, skin-, and environmentally-friendly and contain no microplastics. The global rollout is set to commence in the coming months.

We are continuing to build on the success achieved the previous year with our EUCERIN and AQUAPHOR dermatological brands with a further double-digit increase in sales of 12.1% in the first quarter of 2021 - and this despite the already strong performance recorded in the same quarter the previous year. Substantial upturns in sales were recorded particularly in Latin America and the United States.

A similar picture can also be seen with the growth in market share of our dermocosmetics brands. We are continuing to expand our strong market position in almost every single category in which we are active. We managed to gain further market share especially in Europe and North America. A key factor in this regard is our successful EUCERIN Thiamidol range, which we are continually developing and which is helping to spearhead growth both in terms of increased sales and greater market share. Innovations like these make EUCERIN one of the leading providers of medical cosmetics for skin care.

Our goal is to continue to develop our innovative power and to steadily enhance our brand and product portfolio. After all, consumers still need to address real skin problems even in times of crisis. Sun protection is one of the key topics for 2021 with our EUCERIN brand. We launched the brand's first medical product on the market a few weeks ago. The new EUCERIN Actinic Control sun cream with sun protection factor 100 offers clinically proven protection against sun-induced skin damage and is ideal for consumers with actinic keratosis, the most common precursor to skin cancer.

Our exclusive LA PRAIRIE skin care brand had to battle hardest against the effects of the pandemic in the past year, especially because of airport closures and a significant reduction in travel volumes. Yet, LA PRAIRIE managed to increase its sales again as early as the second half of 2020 and is continuing this trend now in the first quarter too with sales growth of 17% - and this despite ongoing restrictions in travel retail. In China, in particular, one of the main markets for LA PRAIRIE, we are recording high growth rates both in our beauty stores and in the domestic travel retail area around the Chinese province of Hainan. Moreover, the selective cosmetics brand also succeeded in further expanding growth in online business. A few months back, we launched LA PRAIRIE on China's largest e-commerce platform Tmall. We are already seeing the first promising results and extending our reach by addressing a younger customer cohort.

The quick recovery experienced by LA PRAIRIE is also attributable to strong research and development and a successful innovation pipeline, which enjoys the confidence of consumers. A new collection has been on the market since February with the LA PRAIRIE Platinum Rare Skin Rejuvenation Collection, which covers the entire skin care routine. LA PRAIRIE has always enriched specially chosen formulations with the precious ingredient platinum and is now offering an entire collection, which promotes rejuvenating processes in the skin layers and therefore reduces visible signs of skin aging. After just one month of intensive treatment, for example, the LA PRAIRIE Platinum Rare Skin-Rejuvenation Protocol reduces the appearance of fine lines and restores the skin density to give a youthful radiance.

Astrid Hermann

Good morning, ladies and gentlemen.

I would like to welcome you to our Q1 webcast for this year. For the first time, I have the pleasure of presenting the financial figures for the Beiersdorf Group.

Let's take another look at the sales figures for the Group as well as for our two business segments:

In our Consumer Business Segment, we were able to increase sales organically in the first quarter by 2.7%. Due to negative currency effects nominal sales were reduced by 2.1%.

tesa increased sales organically by a very strong 23.6%. Exchange rate effects led to a nominal growth of 20.4% compared with the prior-year quarter.

At Group level, we recorded total sales of around 1.9 billion euros and therefore an organic sales growth of 6.3% in the first quarter.

Next, we will turn to the performance of the individual regions in the Consumer Business Segment.

Business in Europe remained difficult and was marked by a raft of restrictions due to the COVID-19 pandemic, with the result that we recorded a slightly negative sales growth of 0.8%.

Western and Eastern Europe were impacted to a similar extent by the lockdowns. Demand in key markets such as Germany, United Kingdom or Poland continued to weaken as a

result of the pandemic. In contrast, we made slight sales gains in France, Belgium, and the Netherlands thanks to strong sales performance in the Derma business.

Growth in the Americas region was boosted by the strong performance in Latin America.

While the Derma business with EUCERIN and AQUAPHOR continued to record strong growth in North America, the LA PRAIRIE brand in the United States remains heavily impacted by the pandemic restrictions. In addition, the NIVEA business was adversely affected in the first quarter. This was due to temporary closure of our warehouse in Memphis as a result of severe winter storms.

Latin America once more achieved the highest growth rates with organic growth of 16%, on top of a double-digit growth rate in the same quarter last year. Growth was spearheaded in particular by Brazil, Chile, and Mexico - both in the mass market and in the Derma business.

We were also able to report positive growth of 5.6% for Africa, Asia, and Australia. In addition to the strong performance of LA PRAIRIE in this region, as alluded to previously, this was led by countries such as India, which achieved good growth in the mass market, or Thailand, where we achieved significant sales growth both in the mass market and in the dermatological area.

We already reported on the excellent performance of tesa in the first quarter with growth of 23.6%. This allowed tesa to seamlessly continue the strong performance already recorded in the fourth quarter of 2020.

tesa posted double-digit growth in the first quarter of 2021 in all business areas. Overall growth was driven strongly by the Direct Industries division, which posted growth of 30.7%. Electronics, the segment around the smartphone and tablet market, continued the strong trend of the last six months. This growth was achieved especially in Asia. It should be mentioned here, however, that this area was already impacted by the pandemic in the prior-year quarter.

The automotive industry experienced a global recovery, which meant that tesa business areas in the fields of electrical systems and automotive also performed well recently. That said, further development in the automotive sector remains uncertain for the time being since the production capabilities of the automakers are impacted by difficulties with microchip deliveries at present.

The Trade Markets division also managed to record an exceptional quarter and posted growth of 12.7% thanks to ongoing strong demand in the Consumer & Craftsmen business, especially in the DIY area. The main drivers here were, on the one hand, the building supplies stores, which were allowed to remain open despite lockdowns and, on the other hand, strong growth in online trade, both among online retailers and on proprietary platforms.

Just a few weeks ago, tesa began laying the foundations to enable this strong performance to continue into the future by expanding its plant in the Chinese city of Suzhou. The heart of the new building with a total area of 15,000 square meters and an investment of €32 million is one of the world's most modern clean room units for the production of precision adhesive tapes. Also in the pipeline is the construction of a further plant in Vietnam with an investment volume of €55 million, where tesa will produce adhesive tapes for the Asian market from 2023. Both of these projects are being driven by the desire to respond faster to high customer demand locally in the region and to increase market share sustainably.

As a supplier to the automotive sector, cooperations with automakers are a further important pillar. For example, tesa recently developed an innovative robot-based production process in collaboration with Porsche AG. The innovative and precise sealing patches from tesa are being used instead of traditional plastic plugs, which have been used in the past to seal holes in car bodies to prevent corrosion. The all-electric Porsche Taycan is the first car in the world to use this innovative sealing process, thus optimizing the entire production efficiency.

Before we finish our presentation, let's take another look at the guidance.

We hereby confirm our guidance from our last presentation. This means that we expect sales growth in both business segments and at Group level to be positive. We also expect the EBIT margin in the Consumer Business Segment and at Group level to be at last year's level, while tesa's EBIT margin is expected to be below last year's level.

Stefan De Loecker

COVID-19 will remain the dominant topic in the coming months. The pandemic will also continue to have an impact on the way we work. Our employees have been working from home for more than a year now, where their work has allowed. We are continuing to do all

we can to support them as best possible during this challenging time and to protect them since their health is our highest priority. The best way we can fight this pandemic is by all of us pulling together. This applies to all safety precautions, to the current strengthening of our testing activities, and to the global vaccination program.

I am confident that we will see substantial improvements by the end of the year as vaccinations gather pace in many countries. And that this will be reflected in our business too. The results of the first three months give grounds for cautious optimism.