

Q1 RESULTS 2024

Beiersdorf

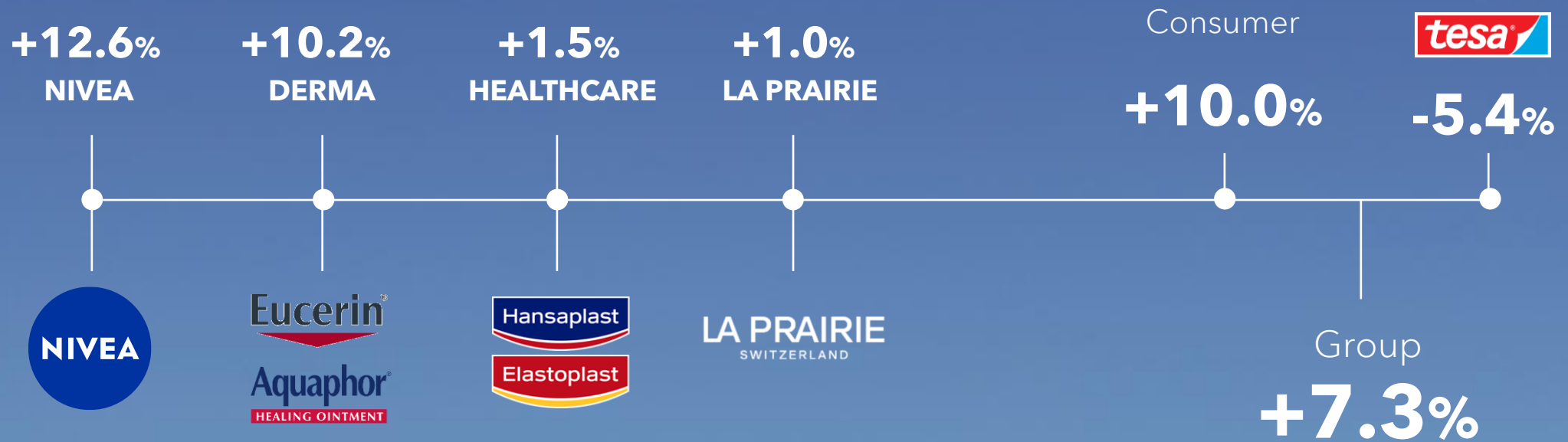
Hamburg, April 16, 2024

Vincent Warnery, Astrid Hermann



CONSUMER WITH STRONG START

LUXURY SEGMENT BACK TO GROWTH



EUROPE AND EMERGING MARKETS NIVEA LEADS THE WAY



+13%
EU

+14%
EM



NIVEA



Sales Growth
+12.6%

🇺🇸 50% **Price**

🧴 50% **Volume**

WIN WITH SKIN CARE

FACE CARE

+12%

SUN

+23%

NIVEA

Doubling
Q1

vs. PY

Luminous630 - Superior Growth



DOUBLE-DIGIT GROWTH DERMA

**SUN Q1
+36%**

COMING SOON
TURNING BACK
THE SKIN'S "AGE CLOCK"

**WHITE SPACE
EXPANSION**

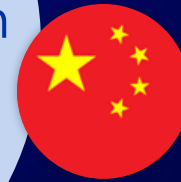


TURNAROUND LUXURY



CHINA
gaining momentum

Q1 **+14%**



Destocking: Finished in Q1



Back to Growth in Q1



Acceleration in H2



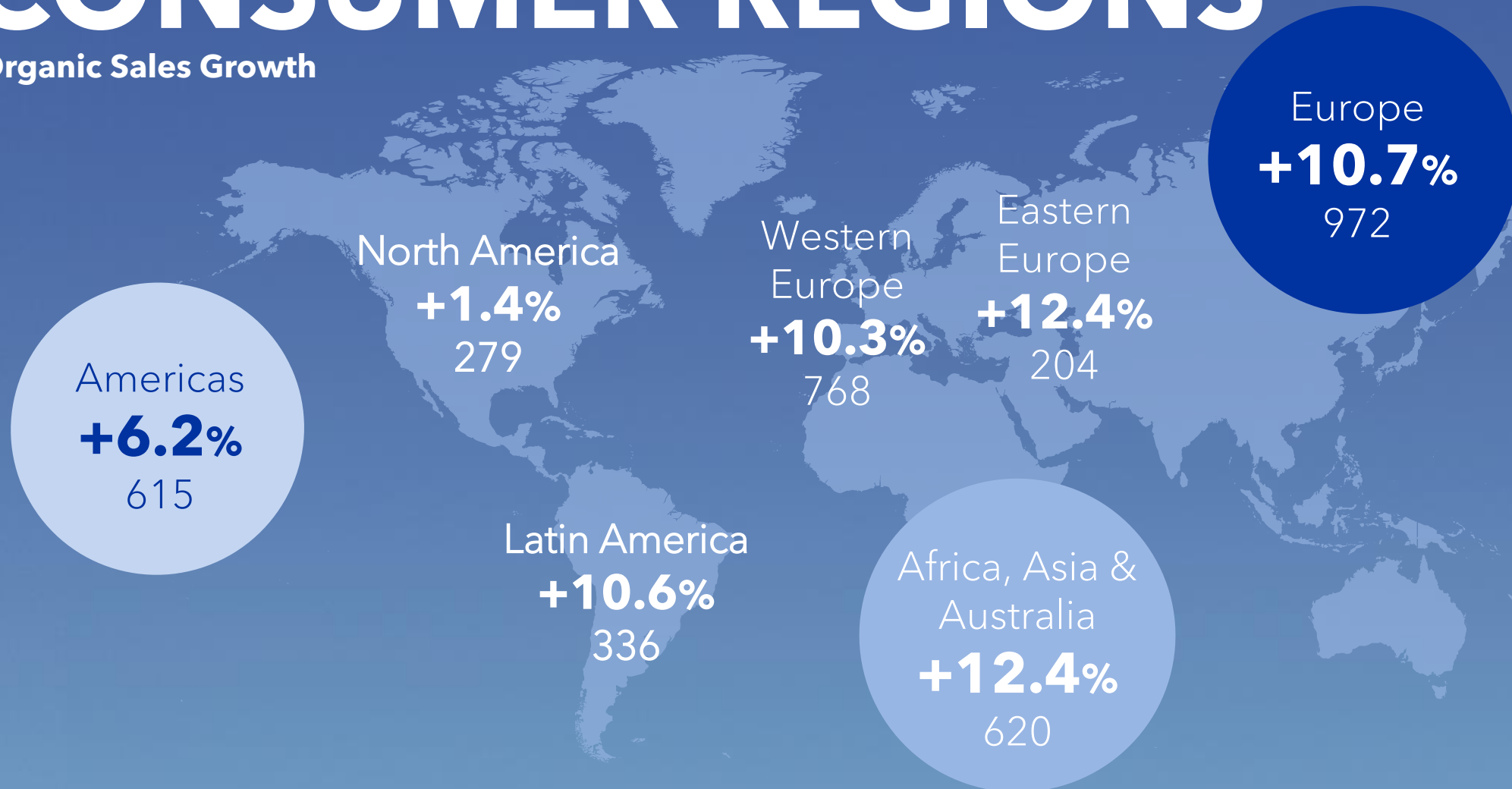
Q1 2024 FINANCIALS

GROUP

	2023	2024	Change	
	January - March	January - March	Nominal	Organic
	in € million	in € million		
Consumer	2,057	2,207	+7.3%	+10.0%
tesa	424	397	-6.5%	-5.4%
Group	2,481	2,604	+5.0%	+7.3%

CONSUMER REGIONS

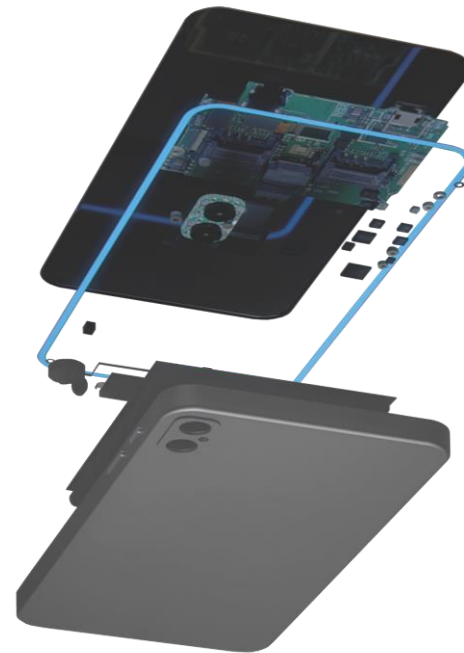
Organic Sales Growth





Electronics

Structural bonding in an entirely new light



Automotive

The future of the industry:
Human Machine Interfaces

Challenging Q1

Slowdown in **Asia** and **North-America**
in **Electronics** and **Electrical Systems**

Confident for Full Year 2024 on the back of
great innovations - **Guidance confirmed**

GUIDANCE 2024

Consumer

- Organic sales growth 6-8%
- EBIT margin +50bps vs previous year

tesa

- Organic sales growth 2-5%
- EBIT margin at previous year's level

2023 data for reference (excluding special factors):

Consumer EBIT 12.9%
tesa EBIT 16.0%
Group EBIT 13.4%



Total Group

- Organic sales growth 6-8%
- EBIT margin slightly above previous year's level

Assumptions

- NIVEA's momentum to continue
- Luxury to accelerate in H2/24
- North America to return to stronger growth

Note: Sales development is on an organic basis – profit development is based on ongoing operations (excluding special factors)



**THANK
YOU**