

Q1 2026 RESULTS

Hamburg, April 21, 2026
Astrid Hermann, Vincent Warnery



WIN
CARE



Beiersdorf



FIRST QUARTER IN LINE
WITH EXPECTATIONS



DERMA OUTPERFORMANCE
CONTINUES



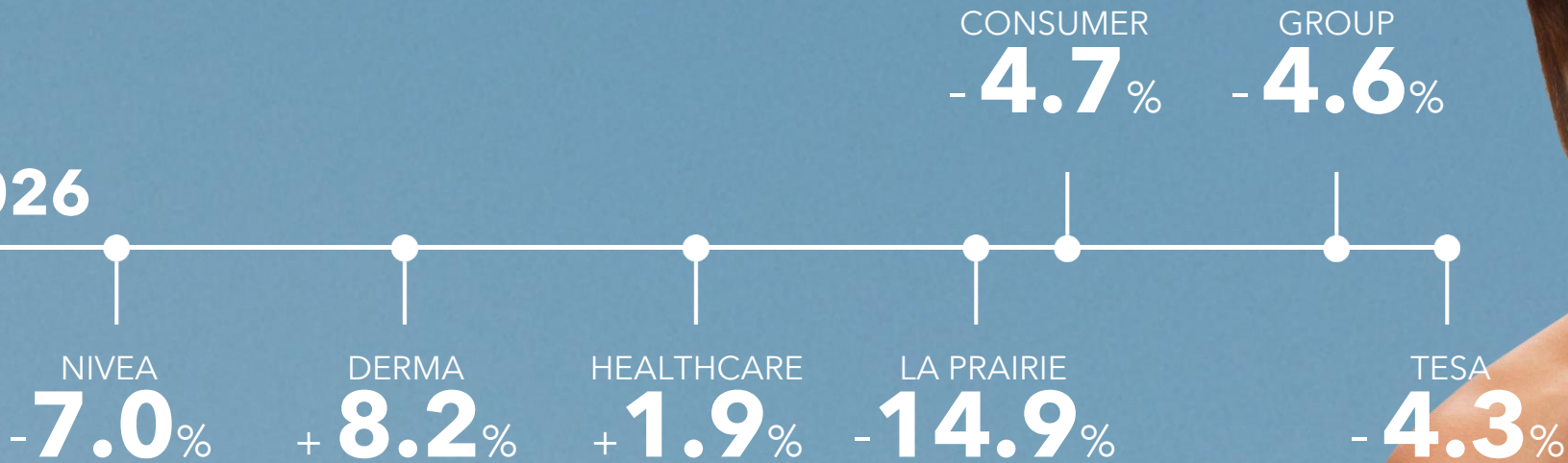
LA PRAIRIE NET SALES IMPACTED
BY RETAIL DISRUPTIONS



CHALLENGED NIVEA PERFORMANCE
SELL-OUT DYNAMICS IMPROVING

FIRST QUARTER PERFORMANCE IN LINE WITH EXPECTATIONS

Q1 2026



WIN
CARE

Eucerin®

Aquaphor®
HEALING OINTMENT

Beiersdorf

DERMA OUTSTANDING HIGH SINGLE DIGIT GROWTH



Q1
+8.2%

organic sales growth

WIN
CARE

Eucerin®

Aquaphor®
HEALING OINTMENT

Beiersdorf

INNOVATION & WHITE SPACES ACROSS REGIONS



NORTH
AMERICA

+ **7.0%**



BRAZIL

> **2x**

organic sales growth, Q1 2026



CHINA

+ **87%**

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LA PRAIRIE
SWITZERLAND

Beiersdorf

LA PRAIRIE Q1 AFFECTED BY RETAIL DISRUPTIONS

NET SALES



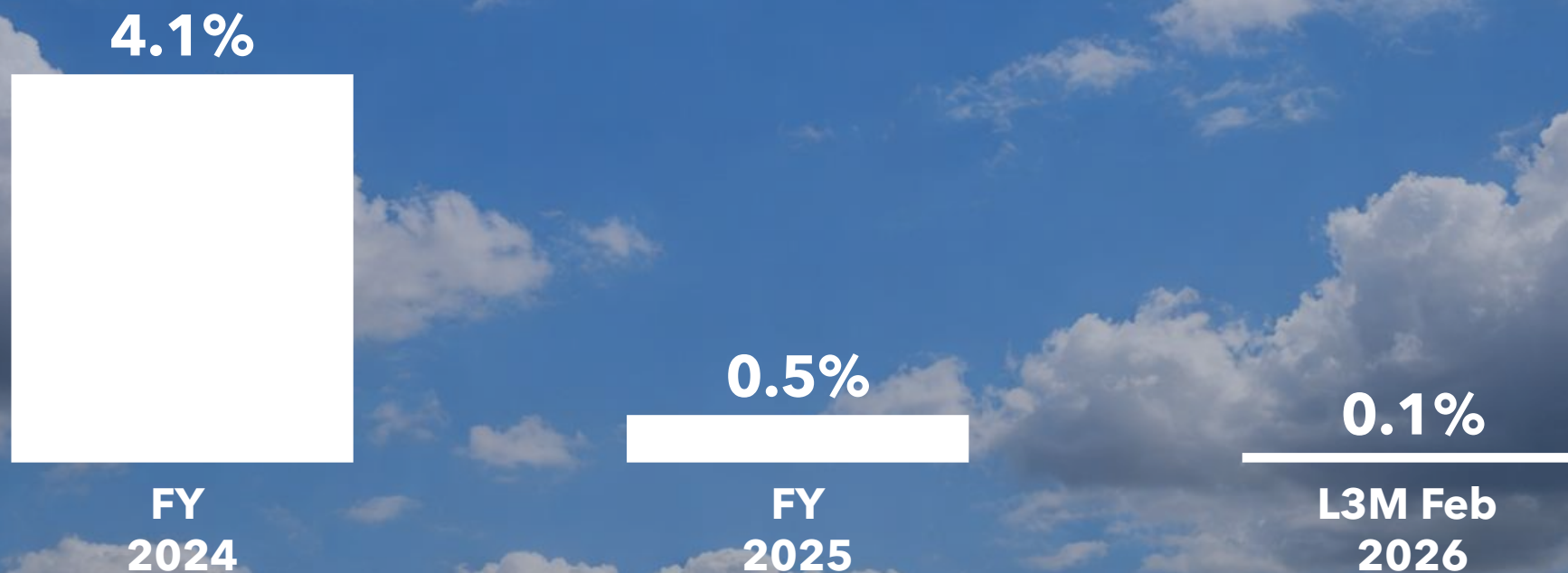
RETAIL SALES
EXCL. DISRUPTIONS



organic sales growth

NIVEA CONTINUES TO WEATHER CHALLENGING MARKETS

GLOBAL MASS MARKET (VOLUME)



WIN
CARE

NIVEA

Beiersdorf

UNFAVORABLE NET SALES DYNAMICS

Q1
-7.0%

PRIOR YEAR COMP

TRADE CONFLICTS

INNOVATION PHASING

CORE PORTFOLIO

organic sales growth, NIVEA incl. Labello

WIN
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NIVEA

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KEY INNOVATION ON TRACK

NIVEA EPICELLINE



SELL-IN



SELL-OUT



REPURCHASE
RATE



WIN
CARE

NIVEA

NIVEA STRATEGY RECALIBRATION

REBALANCING THE PORTFOLIO

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FACE + BODY,
DEO



ACCESSIBLE
FACE CARE



LOCALIZATION
WITHIN A FRAME

WIN
CARE

NIVEA

NIVEA STRATEGY RECALIBRATION

GAINING TRACTION

**BODY CARE
EMERGING MARKETS**

**DEO
EUROPE**

**LUMINOUS GLOW
EMERGING MARKETS**

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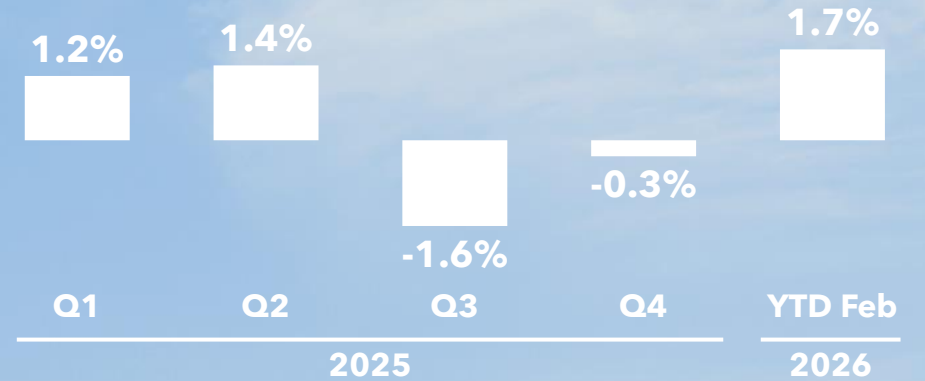


IMPROVED SELL-OUT DYNAMICS

SELL-OUT

YTD FEB

+1.7%



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CHINA WHITE SPACE ACCELERATION ACROSS BRANDS



Q1 organic sales growth in China

WIN
W CARE



TESA

Q1

-4.3%

organic sales growth

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ELECTRONICS
HIGH PRIOR-YEAR BASE

AUTOMOTIVE
OUTPERFORMANCE IN DECLINING MARKET

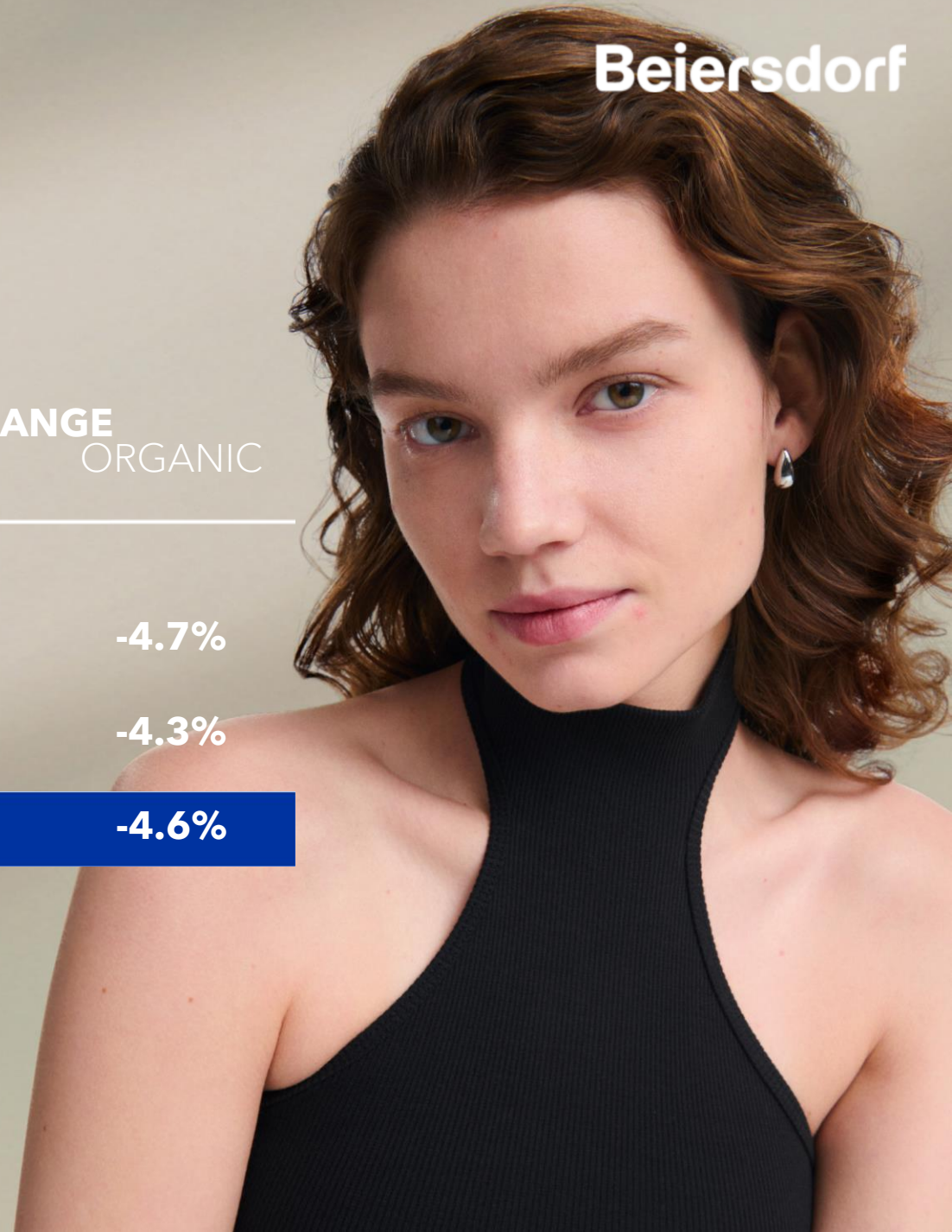
CONSUMER
STRONG E-COMMERCE

A close-up photograph of a woman's face, focusing on her eye and cheek. A thick, white cream is smudged across her cheek, partially covering the text. The woman has light-colored eyes and is looking slightly to the right.

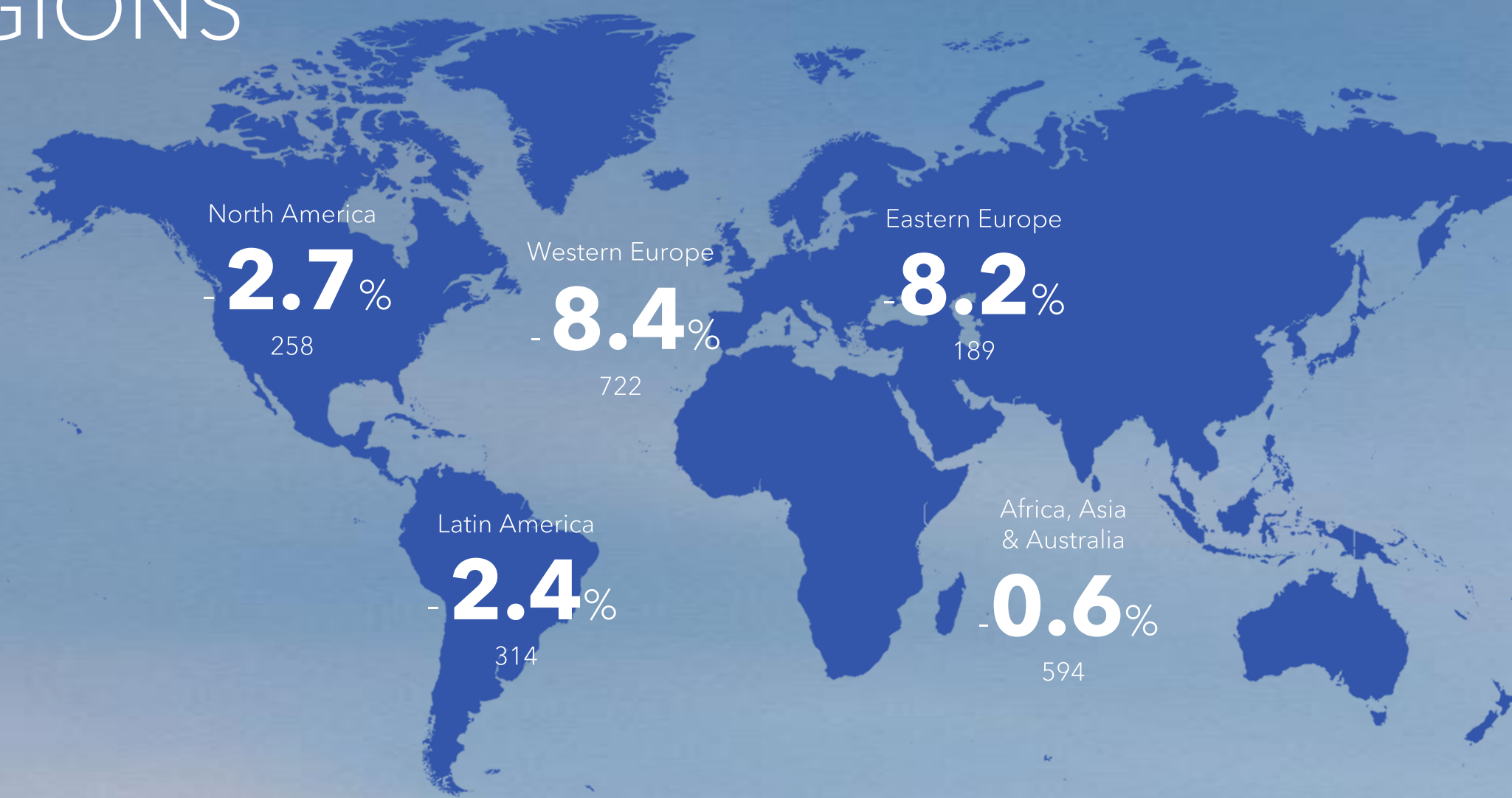
Q1 2026 FINANCIALS

GROUP NET SALES

	Q1 2026 IN € MILLION	Q1 2025 IN € MILLION	CHANGE	
			NOMINAL	ORGANIC
CONSUMER	2,077	2,250	-7.7%	-4.7%
TESA	407	441	-7.7%	-4.3%
GROUP	2,484	2,691	-7.7%	-4.6%



CONSUMER REGIONS



Q1 2026 organic sales growth, nominal sales in € million

CONSUMER REGIONS

North America
excl. Coppertone and
La Prairie

+ **3.2%**

Western Europe
excl. Travel Retail

- **7.1%**

Eastern Europe

- **8.2%**

Latin America

- **2.4%**

(Africa, Asia & Australia
excl. Middle East)

+ **1.1%**

GUIDANCE 2026

CONSUMER

Net sales flat to slightly growing organically
EBIT margin* slightly below previous year

TESA

Net sales flat to slightly growing organically
EBIT margin* slightly below previous year



GROUP

Net sales flat to slightly growing organically
EBIT margin* slightly below previous year

2025 data for reference (excluding special factors):

Consumer EBIT margin 13.6%
tesa EBIT margin 16.1%
Group EBIT margin 14.0%



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THANK
YOU