



Beiersdorf

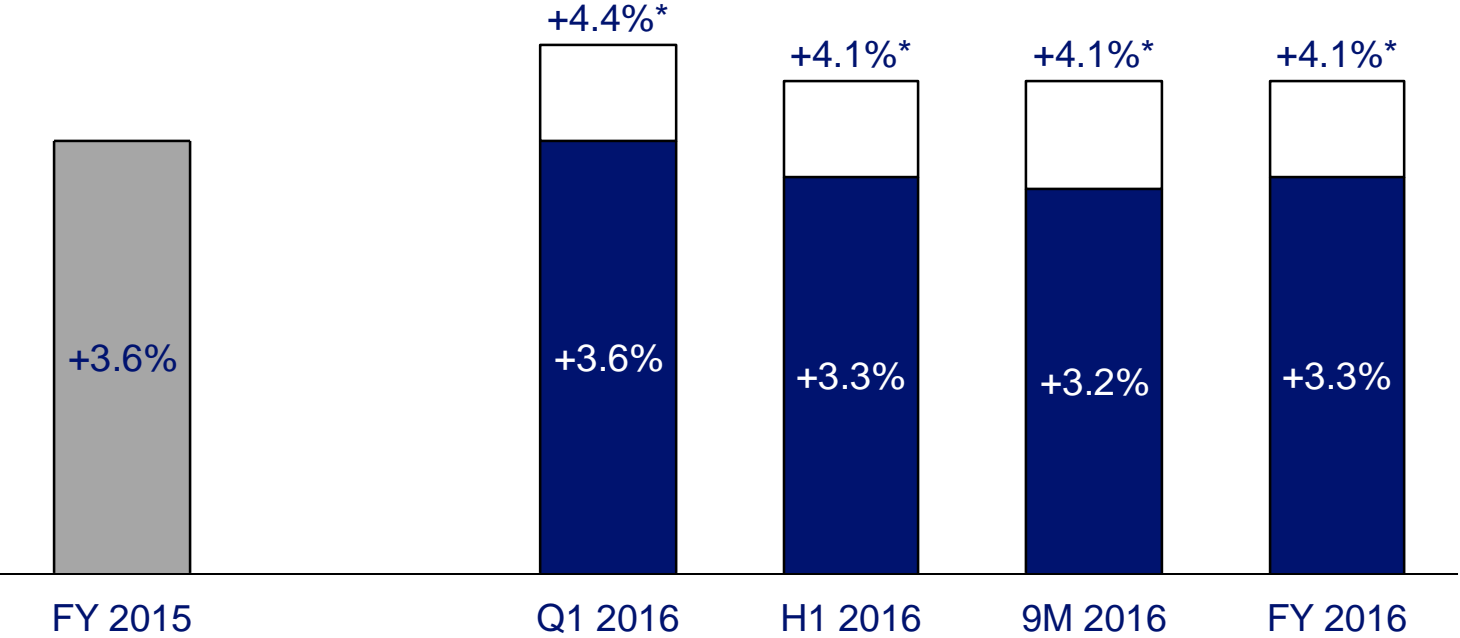
2016 PRELIMINARY GROUP RESULTS (SALES)

January 17, 2017

SALES FIGURES – GROUP, CONSUMER, tesa

	Jan. – Dec. 2015	Jan. – Dec. 2016	Change	
	mill. €	mill. €	<i>nominal</i> in %	<i>organic</i> in %
Consumer	5,546	5,606	1.1	3.3
tesa	1,140	1,146	0.6	2.6
Group	6,686	6,752	1.0	3.2

CONSUMER ORGANIC SALES GROWTH



* Consumer organic sales growth if sales in Argentina had been calculated at constant FX rates

CONSUMER SALES PER REGION

	Jan. – Dec. 2015	Jan. – Dec. 2016	Change	
	mill. €	mill. €	<i>nominal</i> in %	<i>organic</i> in %
Europe	2,816	2,801	-0.5	2.0
Western Europe	2,281	2,262	-0.8	1.0
Eastern Europe	535	539	0.6	6.6
Americas	1,076	1,078	0.2	2.9
North America	426	432	1.5	1.6
Latin America	650	646	-0.6	3.7
Africa/Asia/Australia	1,654	1,727	4.4	5.7
Total Consumer	5,546	5,606	1.1	3.3

INVESTOR RELATIONS CONTACT

Beiersdorf Website

www.Beiersdorf.com

IR-Hotline

Tel: +49 (0) 40 4909 5000

Fax: +49 (0) 40 4909 18 5000

Email: Investor.Relations@Beiersdorf.com