

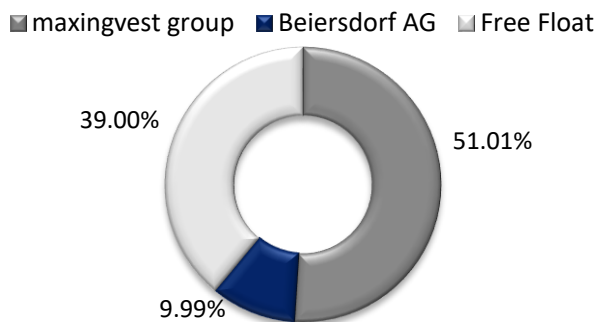
World Leader in Skin Care for more than 130 years

- Beiersdorf is listed on the stock market index DAX.
- 4 global brands: NIVEA, Eucerin, La Prairie, Hansaplast.

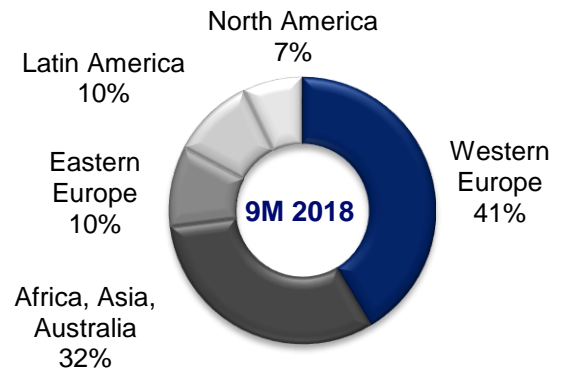
Self-adhesive Tape Solutions

- 100% owned by Beiersdorf.
- System solutions for industry and consumers.

Shareholder Structure



Consumer Sales per Region

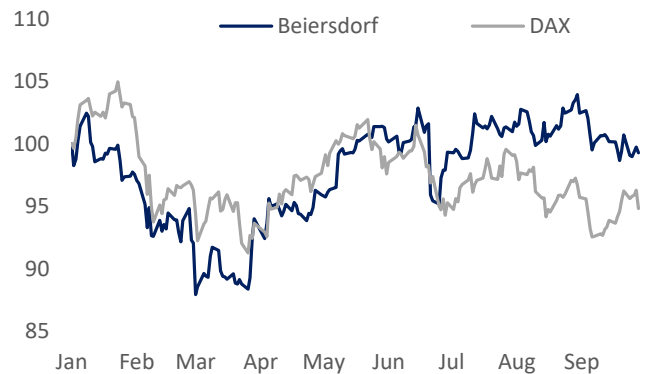


Financial Calendar 2019

April 17th, 2019

Annual General Meeting

Share Price Performance – 2018



Key Figures

		2013	2014	2015	2016	2017
Group sales	(in € million)	6,141	6,285	6,686	6,752	7,056
Operating result (EBIT, excluding special factors)	(in %)	13.2	13.7	14.4	15.0	15.4
Earnings per share	(in €)	2.35	2.33	2.91	3.13	2.96
Dividend per share	(in €)	0.70	0.70	0.70	0.70	0.70
Gross cash flow	(in € million)	648	598	770	859	930