

World Leader in Skin Care for more than 130 years

NIVEA

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

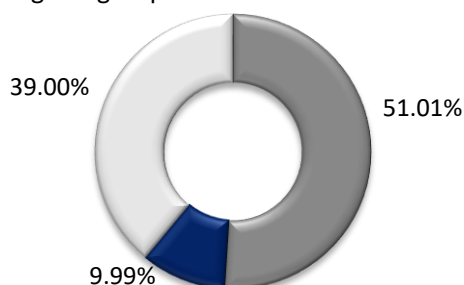
Self-adhesive Tape Solutions

tesa

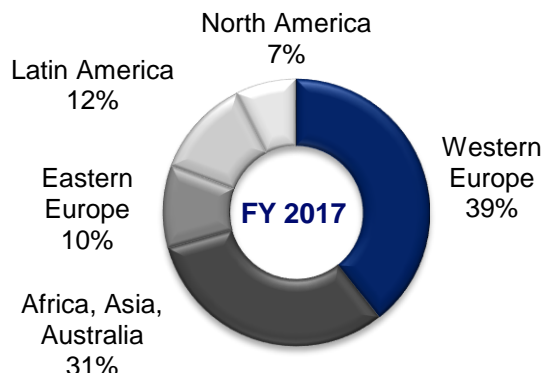
- 100% owned by Beiersdorf.
- System solutions for industry and consumers.

Shareholder Structure

maxingvest group Beiersdorf AG Free Float



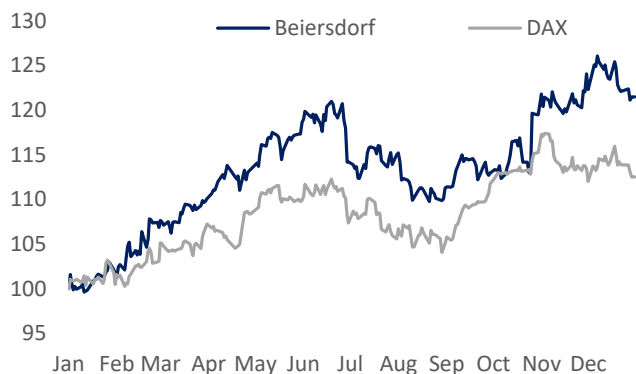
Consumer Sales per Region



Financial Calendar 2018

April 25th, 2018	Annual General Meeting
May 8th, 2018	Quarterly Statement January – March 2018
August 7th, 2018	Half-Year Report 2018
Oktober 30th, 2018	Quarterly Statement January – September 2018

Share Price Performance – 2017



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

* Proposal to the Annual General Meeting