

# EQUITY STORY

**Beiersdorf**

# Beiersdorf

## CONSUMER



FY 2021: 6,129 MIO. €/ 80%

## TESA



1,498 MIO. €/ 20%





**Eucerin**

**Hansaplast**

**la prairie**  
SWITZERLAND

STRENGTHEN OUR BRANDS BY ENRICHING THEIR PURPOSE

## GROWTH DRIVERS



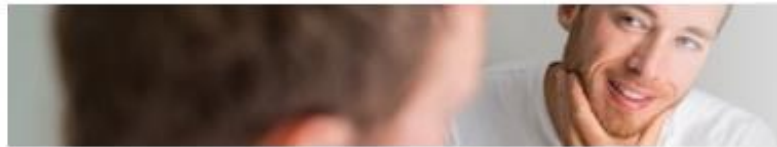
FAST FORWARD DIGITAL  
TRANSFORMATION



WIN WITH SKIN CARE



UNLOCK WHITE SPOT POTENTIAL



FUEL THE GROWTH THROUGH INCREASED PRODUCTIVITY



BUILD ON STRONG FOUNDATIONS:  
CULTURE – CORE VALUES – CAPABILITIES – CARE BEYOND SKIN



A photograph of two young women in a park. One woman is lying down, smiling with her eyes closed, while the other sits behind her, laughing and holding her hair. The scene is bright and sunny, with trees in the background.

# PRIORITIES 2022

# ACCELERATE GROWTH WITH SELECTIVE SKIN CARE



# ACCELERATE GROWTH WITH SELECTIVE SKIN CARE

## CHINA / HAINAN EXPANSION



Hainan Mission Hills, Jan 2022

## E-COM ACCELERATION



## CLIENT DATA CAPTURE



# ACCELERATE GROWTH WITH SELECTIVE SKIN CARE



CHANTECAILLE

WILD ABOUT NATURE



♥ PRIORITIES 2022

# REINVENT NIVEA AS GLOBAL SKIN CARE BRAND



2021

Full global roll-out  
in 38 countries

#1 Anti-Spot Serum  
in Europe

Boosting historical  
NIVEA face growth



REINVENT NIVEA AS GLOBAL SKIN CARE BRAND C.A.R.E.+

## EXPAND LEADERSHIP POSITION

AMBITION:

DOUBLING THE BUSINESS



 LUMINOUS 630®  
PATENTED

Beiersdorf

# LEVERAGING DIGITAL CAPABILITIES

## Precision marketing

### THIRD PARTY DATA BASED ON CONSUMER BEHAVIOR



SUN



YOUNG MOTHERS



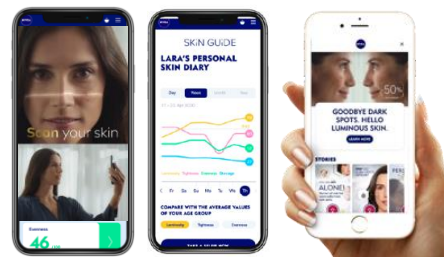
MENO PAUSE



OLDER AGE GROUP



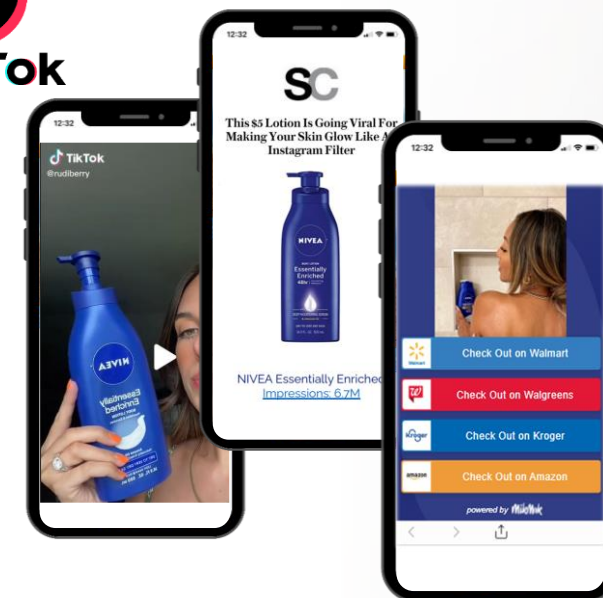
### DATA FROM NIVEA SKINGUIDE & WEBSITE VISITS



### INDIVIDUAL MESSAGES AND ROUTINES



## New platforms, data & technology



MikMak



2021

REINVENT NIVEA AS GLOBAL SKIN CARE BRAND

C.A.R.E.+

## IMPLEMENTING SUSTAINABILITY IN OUR PRODUCTS

First 100%  
climate neutralized  
products

First 100% recycled  
aluminium cans

Climate friendly  
valve-system



**100%** climate  
neutralized  
**100%** natural  
jojoba oil  
**Vegan** formula



♥ PRIORITIES 2022

# **EMPOWER IMPACTFUL SKIN CARE INNOVATIONS**



# ACCELERATE INNOVATIONS BY ENHANCING R&D CAPABILITIES

Innovation Center New Jersey  
Focus: Sun & Body



Innovation Center Hamburg  
Focus: Skin Care Research &  
Technology



Innovation Center Shanghai  
Focus: Skin Care (Asia)



2021

Strong innovation  
performance

Winning market shares –  
first time in 12 years

Double digit  
net sales growth



STRONG INNOVATION POWER

# GAINING MOMENTUM IN 2022: PORTFOLIO UPGRADE

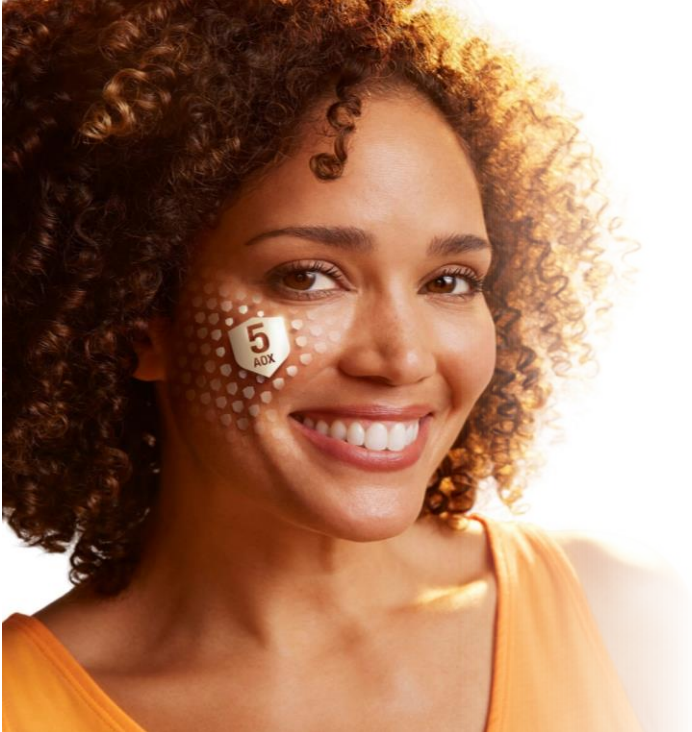
C.A.R.E+





# COVERING WHITE SPOTS: EUCERIN SUN U.S. LAUNCH

Advanced Sun Protection  
**for individual skin needs**  
to support skin health



# THE FUTURE OF CHINA IS FACE CARE



Lifting the **synergies** of  
Beiersdorf's face care  
portfolio



TMALL INNOVATION CENTER



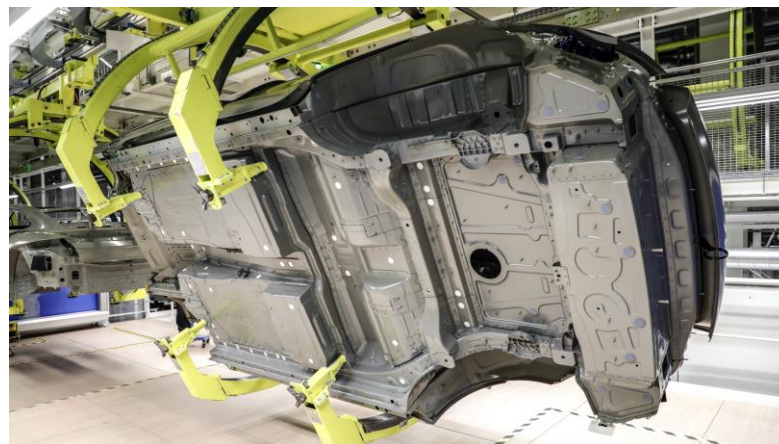
Accelerate **innovation**  
**development agility** by  
extending partnerships





# CONTINUING THE SUCCESS STORY

## Focus Areas



# GUIDANCE FY 2022

## Consumer

- Organic sales growth 9-10%
- EBIT margin slightly above previous year's level

## tesa

- Organic sales growth 7-9%
- EBIT margin slightly below previous year's level

## 2021 data for reference (excluding special factors):

- Consumer EBIT 12.1%
- tesa EBIT 16.9%
- Group EBIT 13.0%

## Total Group

- Organic sales growth around 9-10%
- EBIT margin at previous year's level



# ON TRACK TO BECOME THE LEADING SKIN CARE COMPANY

- We **expanded** our position in selective skin care
- We **outperformed** the face care market
- We **strengthened** our innovation power
- We **continue** to invest in **sustainability, innovation, digitalization and growth** as our key priorities
- We **delivered.**