

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



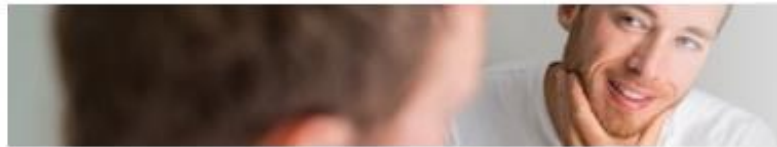
FAST FORWARD DIGITAL
TRANSFORMATION



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 background 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

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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



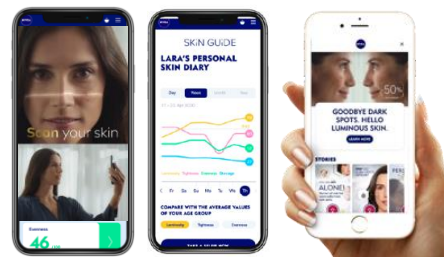
MENO
PAUSE



OLDER AGE
GROUP



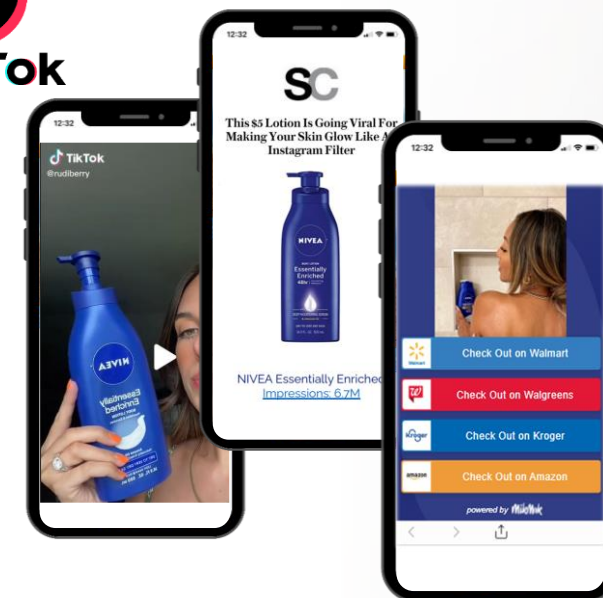
DATA FROM NIVEA SKINGUIDE & WEBSITE VISITS



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

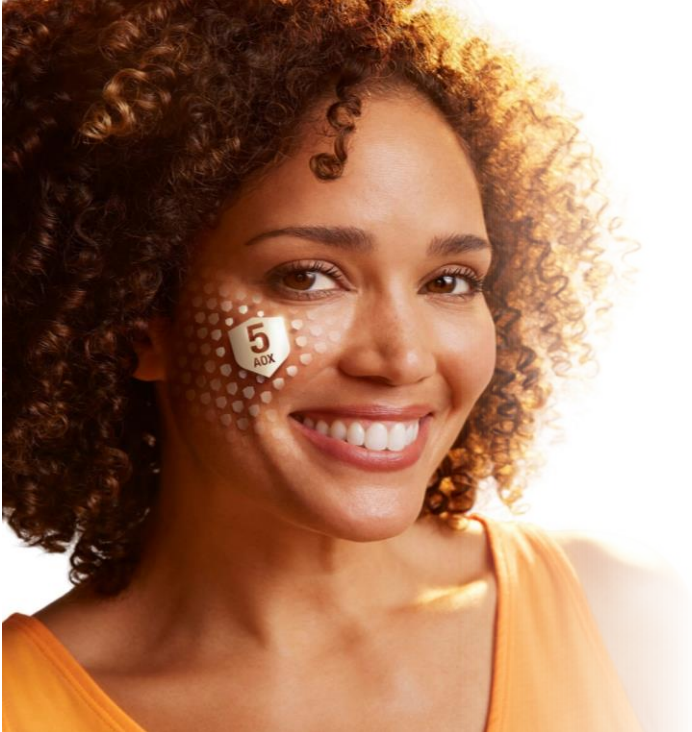
GAINING MOMENTUM IN 2022: PORTFOLIO UPGRADE

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



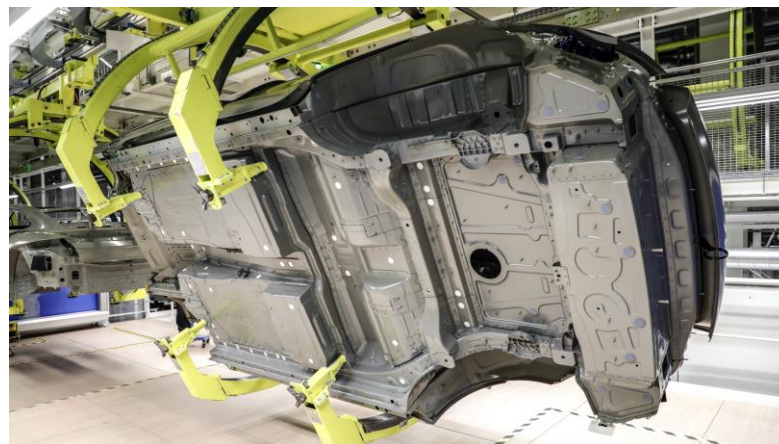
Lifting the **synergies** of
Beiersdorf's face care
portfolio



Accelerate **innovation**
development agility by
extending partnerships

CONTINUING THE SUCCESS STORY

Focus Areas



GUIDANCE FY 2022

Consumer

- Organic sales growth mid-single digit (upper end)
- EBIT margin slightly above previous year



tesa

- Organic sales growth low to mid-single digit
- EBIT margin noticeably 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 mid-single digit (upper end)
- 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.**