

EQUITY STORY

Beiersdorf



CONSUMER



FY 2022: 7,131 MIO. €/ 81%

TESA



1,668 MIO. €/ 19%

FINANCIAL HIGHLIGHTS 2022

STRONGEST GROWTH IN THE LAST 20 YEARS

	Consumer	tesa	Group
Sales Growth	+10.5%	+8.8%	+10.2%
EBIT Margin	12.3% (+20bps)	16.7% (-20bps)	13.2% (+20bps)

Organic sales growth; EBIT excl. special factors

REVIEW 2022

EXECUTING OUR STRATEGY WITH EXCELLENCE

C.A.R.E.+



Eucerin



LA PRAIRIE
SWITZERLAND

CHANTECAILLE

**STRONG
FOUNDATIONS**

**INCREASED
PRODUCTIVITY**

C.A.R.E.+

COMPETITIVE



SUSTAINABLE



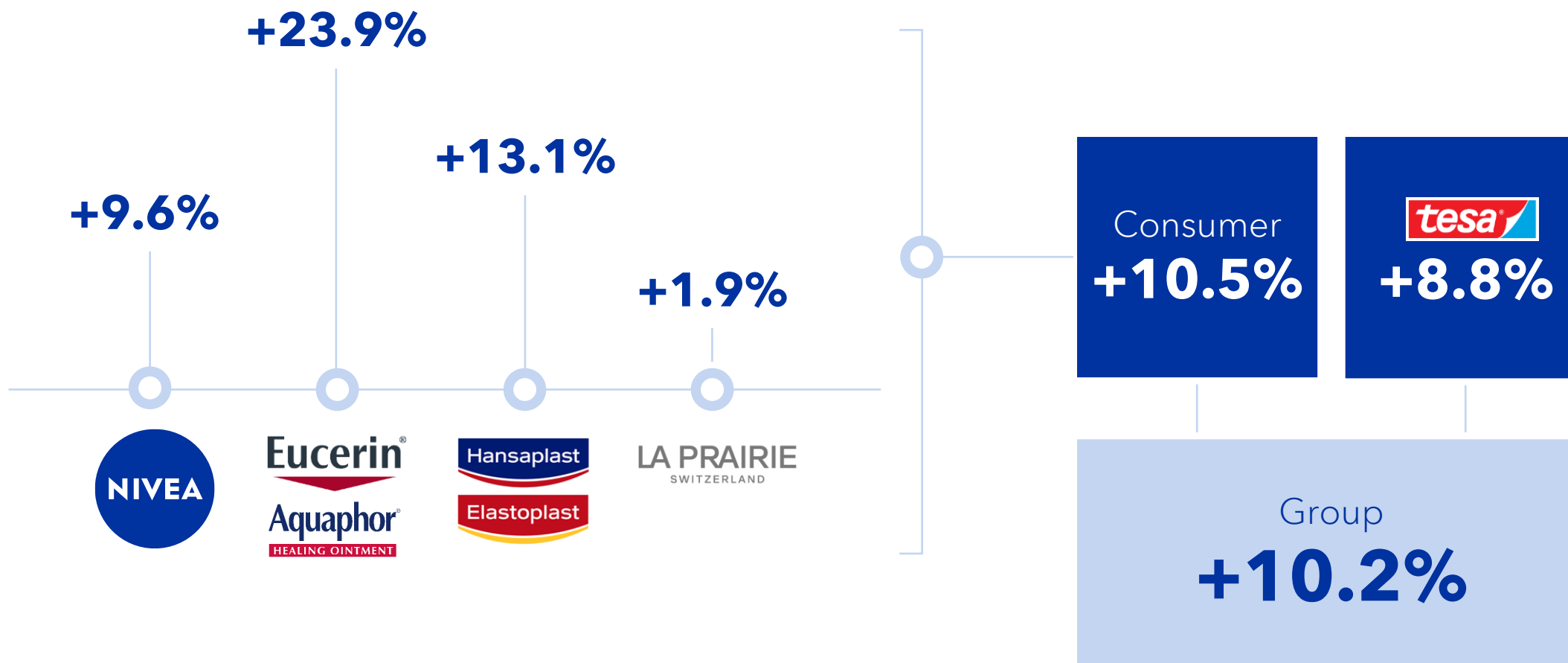
GROWTH

**DIGITAL
TRANSFORMATION**

SKIN CARE

**WHITE SPOT
POTENTIAL**

OUTPERFORMING THE MARKET IN 2022



Organic sales growth

NIVEA

STRONG, BALANCED GROWTH



Core Business & Superior Innovations



Volume & Pricing



All Regions



All Categories



+9.6%
SALES GROWTH



REVIEW 2022 - WIN WITH SKIN CARE

NIVEA REFOCUS LEADS GROWTH IN JAPAN



Local & global
through Joint Venture
with Kao Group

Only **successful**
international Skin Care
brand in mass channel

Reaching **younger**
target groups

DERMA REACHED MAJOR MILESTONE EARLIER THAN PLANNED

>1bn EUR of Sales

Double-digit growth in all regions:

+31%

North
America

+15%

Asia

+43%

Latin
America

+32%

Middle
East &
Africa

+13%

Europe

+44%

China

Eucerin

Aquaphor
HEALING OINTMENT

Organic sales growth; Nominal sales



REVIEW 2022 - WIN WITH SKIN CARE

LA PRAIRIE

READY FOR THE REOPENING IN CHINA

Growing
the footprint

Diversifying
channels

First signs of
recovery



LA PRAIRIE
SWITZERLAND



CHANTECAILLE

WILD ABOUT NATURE

REVIEW 2022 - WIN WITH SKIN CARE

CHANTECAILLE ON TRACK TO SUCCEED



2023

EXPLORING
NEW
OPPORTUNITIES

2022

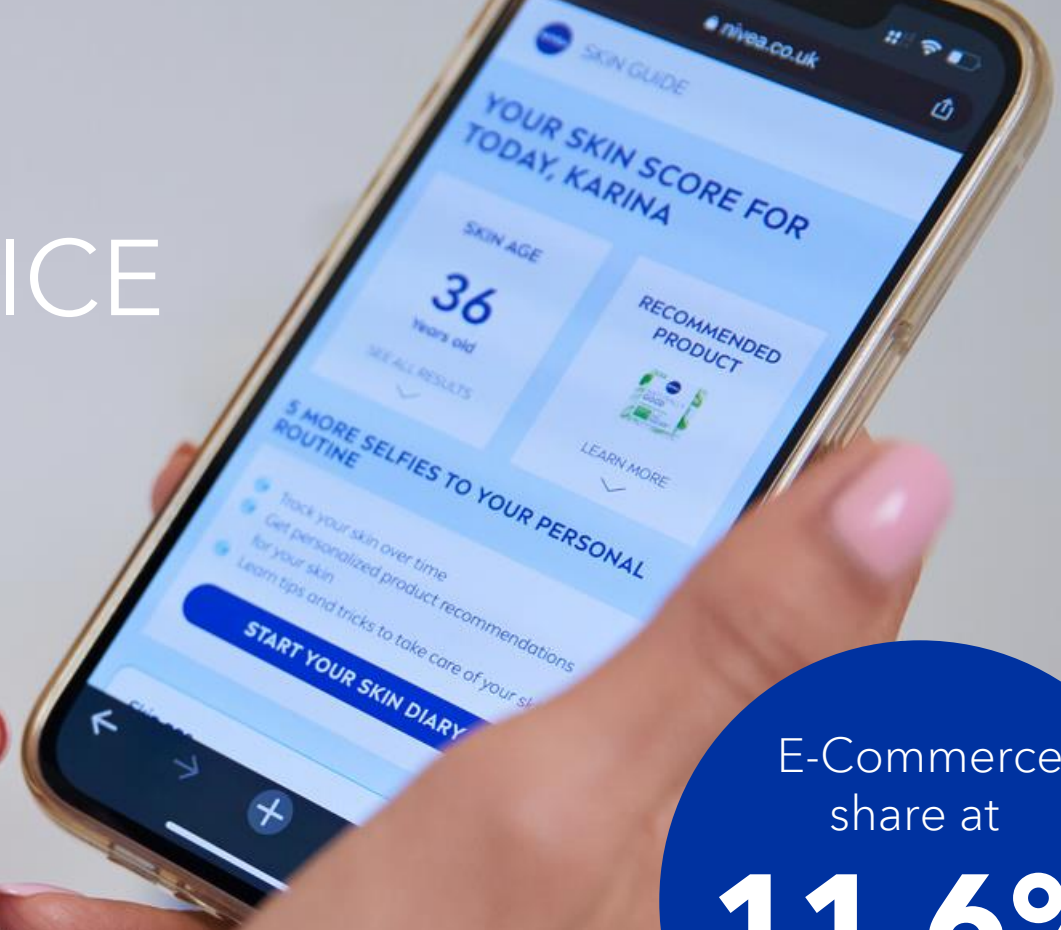
SUCCESSFUL
INTEGRATION

REVIEW 2022 - DIGITAL

ECOM: GROWING TWICE AS FAST AS OFFLINE

+17%
GROWTH

Incl. Chantecaille



Up from
~5%
in FY 2019

E-Commerce
share at
11.6%
2022

PRECISION MARKETING

ACHIEVE SAME RETURN ON INVESTMENT
BY MORE EFFICIENT SPENDING

ELIMINATE MEDIA WASTE

2€

Digital Working
Media Spend

in 2019



1€-1.5€

Digital Working
Media Spend

in 2022



INCREASE MEDIA RELEVANCE



WHITE SPOTS: LEVERAGING THE LATAM SUCCESS



LATIN
AMERICA

+29%
vs 2021

+60%
vs 2019

IMPLEMENTING SUCCESS DRIVERS

Focus on Skin Care
Building brand value
Accelerating E-Commerce



AFRICA,
INDIA &
INDONESIA

Organic sales growth

WHITE SPOTS: TAPPING INDONESIA'S GROWTH POTENTIAL

HUGE CONSUMER POTENTIAL DRIVEN BY:

4th fastest growing population
in last 5 years

One of the largest and fastest growing Skin Care markets
€1.6 bn Skincare market
with 8.2% CAGR since 2017



REVIEW 2022 – WHITE SPOTS

WHITE SPOTS

INVESTING IN NEW TECHNOLOGIES THROUGH VENTURE CAPITAL




s-biomedic
the skin microbiome company

Strengthening
our expertise in
the field of acne
treatment & skin
microbiome
research

SUSTAINABILITY

SIGNIFICANT PROGRESS ON OUR TRANSFORMATION



More climate-
friendly
**formula &
packaging**



17%

**absolute reduction of
global CO₂ emissions**

vs. base year 2018

REVIEW 2022 - CARE BEYOND SKIN

SUSTAINABILITY

AAA RATING REWARDS OUR EFFORTS



**THERE IS NO
PLANET B.**



THAT'S WHY WE'RE TRIPLE A.



Only 13
companies
worldwide
have achieved
the "AAA"
rating



KEY FIGURES 2022 - TESA

STRONG DEMAND FUELS SECOND HALF GROWTH



FY 2022: +8.8%

Sales growth

16.7%

EBIT

Organic sales growth; EBIT excluding special factors



Consumer

Sustainable Packaging

Industry

Display Solutions



KEY TOPICS 2023 - TESA

FOCUS ON SUSTAINABILITY AND DISPLAY TECHNOLOGY



GUIDANCE & **OUTLOOK**



MACRO OUTLOOK

Volatility remains high in 2023 |
China reopening

ORGANIZATIONAL SET-UP

Move to new headquarters |
Expanding production capabilities

USE OF CAPITAL

S-Biomedic | Indonesia
Coppertone and Chantecaille

OUTLOOK 2023

STRATEGIC OUTLOOK

GUIDANCE FY 2023

Consumer

- High-single to low-double-digit organic sales growth
- EBIT margin +50bps vs previous year

tesa

- Mid-single-digit organic sales growth
- EBIT margin slightly below previous year's level

Total Group

- High-single to low-double-digit organic sales growth
- EBIT margin slightly above previous year's level

2022 data for reference (excluding special factors):

Consumer EBIT 12.3%

tesa EBIT 16.7%

Group EBIT 13.2%

Note: Sales development is on an organic basis – profit development is based on ongoing operations (excluding special factors)