



Beiersdorf

INVESTMENT HIGHLIGHTS



FACTS & FIGURES



Inventor

of modern skin care



Founded in Hamburg in **1882**



Business Segments:

Consumer and **tesa**



DAX-listed since **2008**



FACTS & FIGURES



Core brands

NIVEA, Eucerin, Hansaplast, la prairie



€6,752 million Group sales
in 2016



Over **17,000** employees



More than **160** affiliates

Blue» Agenda

We will be the No. 1 Skin Care company in our relevant categories and markets.

We Are Skin Care
Closest to markets

We combine leading brands, big innovations and world-class advertising

Leading Brands
Big Innovations
World-Class Advertising
Shopper Connectivity

We are small and act with maximum focus, speed and efficiency

Fast & Flexible
Lean & Efficient

We are Beiersdorf ... we are unique

One Team
Top Talent
Values & Culture



Brands
Innovations
Markets
Efficiency
Digitalization
People



Present in over **169** countries



On the market since **1911**



Mass market segment



Market leader in **38** countries

Approx. **100** million
Creme tins sold per year

3.8% sales growth in
2016



155 No. 1
positions worldwide*

Active web presence in
97 countries around the world



Eucerin®



Present in **68** countries



For more than **100** years
pioneering medical skin science



One of the leading and most
trustworthy **dermo-cosmetic**
brands



1.5% sales growth in 2016



la prairie
SWITZERLAND



Global distribution
in over **90** countries



Since **1991** part of Beiersdorf
Group



Representing
Premium Segment



5.5% sales growth in 2016



Hansaplast



Present in **79** countries



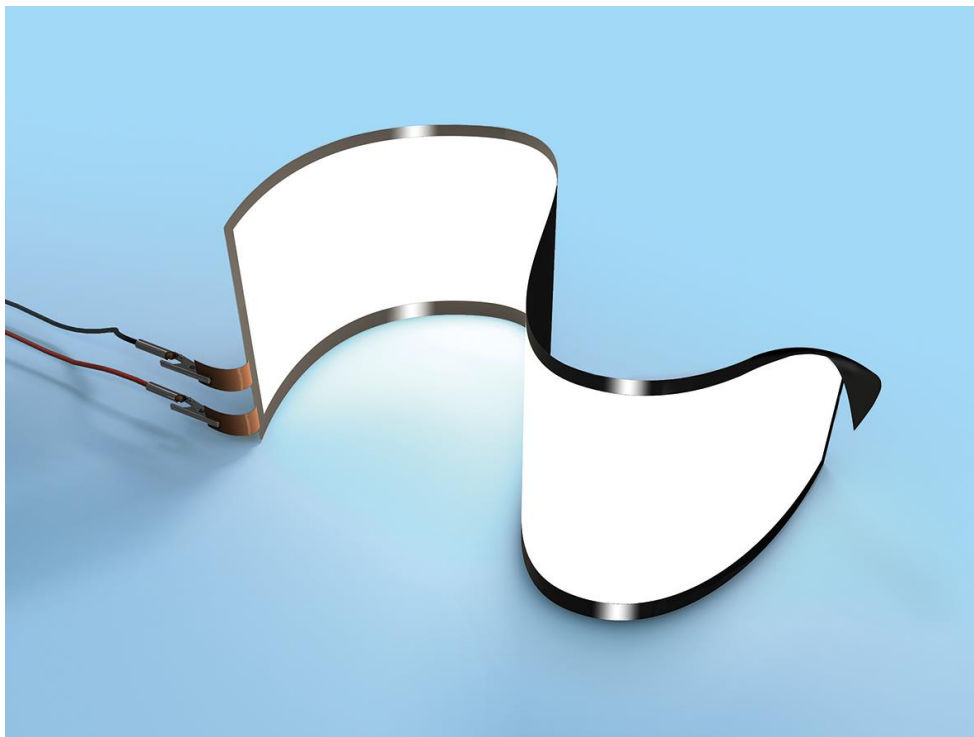
On the market for more than **90** years



Leading global **wound care** brand



3.4% sales growth in 2016



Over 7,000 self-adhesive products and system solutions for industry, craft businesses, and consumers



Independent part of the Beiersdorf Group since **2001**



Innovative thinking,
excellent **market expertise**



2.6% sales growth in 2016



R & D



1,178 employees in Research and Development worldwide



€188 million invested



More than **1,900** studies conducted with more than **45,000** international participants



High innovative strength:
47 patents in 2016

FINANCIAL PERFORMANCE 2016

KEY FIGURES – GROUP

	Jan.– Dec. 2015	Jan.– Dec. 2016	Change	
	in € million	in € million	<i>nominal</i> in %	<i>like-for-like</i> in %
Sales	6,686	6,752	1.0	3.2
EBIT*	962	1,015		
Profit after Tax*	671	727		
EBIT Margin*	14.4%	15.0%		
Profit after Tax Margin*	10.0%	10.8%		
Earnings per Share in €*	2.91	3.13		

* Excluding special factors