



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



€7,056 million Group sales
in 2017



Over **18,000** 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



155 No. 1
positions worldwide*

4.5% sales growth in
2017

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



3.4% sales growth in 2017



la prairie
SWITZERLAND



Global distribution
in over **90** countries



Since **1991** part of Beiersdorf
Group



Representing
Premium Segment



11.5% sales growth in 2017



Hansaplast



Present in **79** countries



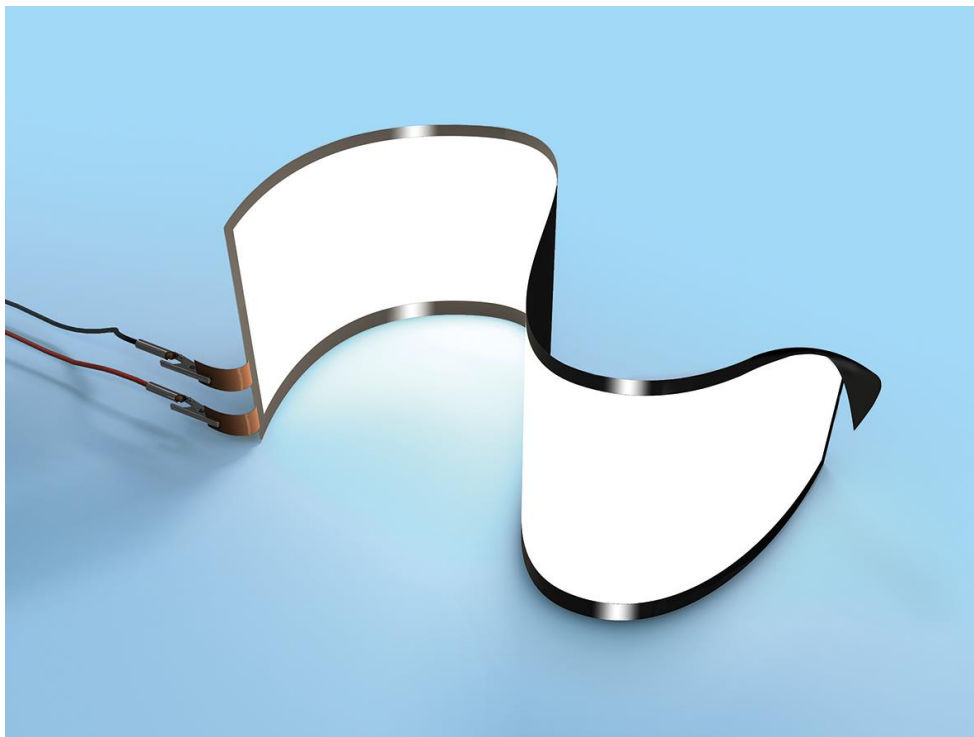
On the market for more than **90** years



Leading global **wound care** brand



3.8% sales growth in 2017



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**



10.6% sales growth in 2017



R & D



1,290 employees in Research and Development worldwide



€196 million invested in 2017



Regional development labs in Brazil, China, India, Japan, Mexico, and the United States



1,600 studies conducted with
16,000 participants

FINANCIAL PERFORMANCE 2017

KEY FIGURES – GROUP

	Jan.– Dec. 2016	Jan.– Dec. 2017	Change	
	in € million	in € million	<i>nominal</i> in %	<i>like-for-like</i> in %
Sales	6,752	7,056	4.5	5.7
EBIT*	1,015	1,088		
Profit after Tax*	727	689		
EBIT Margin*	15.0%	15.4%		
Profit after Tax Margin*	10.8%	9.8%		
Earnings per Share in €*	3.13	2.96		

* Excluding special factors