

## PRESS RELEASE

### Beiersdorf on track in 2012 Group sales up 4.7%

- 4.9% organic growth in Consumer sales
- tesa lifts organic sales by 3.6%
- EBIT margin guidance confirmed

**Hamburg, January 24, 2013** – The Beiersdorf Group saw consistent growth in 2012. The company's sales rose by 4.7% in organic terms in the past fiscal year according to preliminary figures. In nominal terms, sales increased by 7.2% to €6,040 million from €5,633 million. Organic sales in the Consumer Business Segment increased by 4.9%. tesa generated an organic sales increase of 3.6%. The EBIT margin guidance of around 12% is confirmed.

“On the whole, we are satisfied with 2012. We can see that we are on the right track with our ‘Blue Agenda’, our strategic compass. We have strengthened our NIVEA core brand and gained market share in many countries. Both the Consumer and tesa business performed well, in particular in the emerging markets. In addition, we significantly improved our innovative capabilities. These are important first steps on the road to a successful economic future for Beiersdorf. It is important that we hold our course in the coming years and systematically continue the change process we have started,” said Stefan F. Heidenreich, CEO of Beiersdorf AG.

#### Consumer Business Segment

The Consumer Business Segment increased organic sales by 4.9%. In nominal terms, sales rose by 7.5% to €5,048 million (previous year: €4,696 million). Our three core brands – NIVEA, Eucerin, and La Prairie – showed an encouraging performance.

The Consumer Business Segment recorded slight growth in Europe. Sales of the NIVEA core brand in Germany were on a level with the previous year. Sales in Western Europe (excluding Germany) were down on the prior year, as expected. Alongside the streamlining of our product range in 2011, the effects of the weak economy and the associated deterioration in consumer climate in particular were felt across large parts of Europe. The company generated strong sales growth in Eastern Europe, in particular in Russia and Poland.

Sales in Latin America developed well – mainly in Brazil. Beiersdorf also recorded strong growth in the Africa/Asia/Australia region. Sales in China were on a level with the previous year, in line with planning.

#### tesa Business Segment

In 2012, the tesa Business Segment generated sales amounting to €992 million (previous year: €937 million), corresponding to growth of 5.8% in nominal terms and 3.6% in organic terms. All regions and both the Consumer and the industrial businesses contributed to this growth. Business was especially dynamic in Asia and in the USA, with the automotive and electronics industries again being the main drivers.

All figures for 2012 are preliminary and have not been audited. The final figures will be presented at the Annual Press Conference and the Financial Analyst Meeting on March 5, 2013, in Hamburg.

#### Beiersdorf Group's Performance in 2012 at a Glance (preliminary, unaudited)

Group	2011	2012
<b>Sales</b>	<b>€5,633 million</b>	<b>€6,040million</b>
Sales growth in % (organic)	2.1%	4.7%
Sales growth in % (adjusted for currency translation effects)	1.8%	4.5%
Sales growth in % (nominal)	1.1%	7.2%
<b>Consumer</b>		
<b>Sales</b>	<b>€4,696 million</b>	<b>€5,048 million</b>
Sales growth in % (organic)	1.1%	4.9%
Sales growth in % (adjusted for currency translation effects)	0.6%	4.9%
Sales growth in % (nominal)	0.0%	7.5%
<b>tesa</b>		
<b>Sales</b>	<b>€937 million</b>	<b>€992 million</b>
Sales growth in % (organic)	7.9%	3.6%
Sales growth in % (adjusted for currency translation effects)	7.9%	2.6%
Sales growth in % (nominal)	7.3%	5.8%

#### About Beiersdorf AG

Cosmetics company Beiersdorf AG is based in Hamburg, Germany, and has around 17,000 employees worldwide. Its sales in 2011 amounted to €5.633 billion, the company has been listed on the DAX since December 2008, and has the world's largest skin care brand, NIVEA\*. Other names in its successful international brand portfolio include Eucerin, La Prairie, Labello, 8x4, and Hansaplast/Elastoplast. Subsidiary tesa SE is one of the world's leading producers of self-adhesive products and system solutions for industry, craft businesses, and consumers. Beiersdorf has 130 years of skin care experience and is known for its innovative and high-quality products.

\*Source: Euromonitor International Limited, per umbrella brand name classification in retail value terms 2011.

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