

PRESS RELEASE

Beiersdorf on track

- Group sales rise 5.4%
- Consumer sales up 5.7% on the previous year
- tesa grows by 3.6%
- Group EBIT margin increases to 13.6%
- Outlook for fiscal year 2013 reiterated

Hamburg, May 2, 2013 – Beiersdorf has continued last year's positive trend in the first quarter of 2013. **Organic** Group sales **rose by 5.4%**. Nominal sales increased by 2.9%, from €1,533 million to €1,577 million. The key driver for this positive performance was the double-digit sales growth recorded in emerging markets. The **operating result (EBIT) excluding special factors** rose from €198 million in the previous year to **€215 million**, up **8.3%**. The **EBIT margin** was **13.6%** (previous year: 12.9%). Consolidated profit after tax rose to €155 million.

"Beiersdorf made a good start into the year 2013. We have made further progress in implementing our Blue Agenda, in particular in the areas of brands and innovation. Furthermore we expanded our position and increased our market share in emerging markets," said Stefan F. Heidenreich, CEO of Beiersdorf AG.

Consumer Business Segment

The Consumer Business Segment increased its sales organically by 5.7% in the first three months of fiscal year 2013. Nominal sales increased by 3.2%, from €1,277 million to €1,318 million.

NIVEA recorded sales growth of 5.7% as against the prior-year quarter. Eucerin generated a 9.4% increase in sales as of the end of the period and La Prairie an 8.2% increase.

EBIT excluding special factors rose to €178 million compared to €164 million in the previous year. The EBIT margin increased from 12.8% in Q1/2012 to 13.5% in Q1/2013. As in previous years, we expect the EBIT margin to decline over the course of this year due to the seasonality of our business.

Business performance in the individual regions was mixed.

Sales in **Europe** were down 1.2% versus prior-year mainly due to consumers in Europe – and particularly in Southern European countries – being generally reluctant to spend.

In **Western Europe**, sales were down 0.7% on the previous year while in **Germany**, they were down 1.8%. Beiersdorf recorded a 1.5% decline in sales in **Eastern Europe** after a strong performance in the prior-year quarter.

The company saw significant growth in the **Americas** region, where sales climbed by 14.8%. Beiersdorf was particularly successful in **Latin America**, increasing sales by 21.6%. The main driver here was the strong sales growth recorded in Brazil. Sales in North America were up 5.4% on the prior-year figure.

Beiersdorf's sales in the **Africa/Asia/Australia** region rose by 16.0%. This was primarily attributable to the positive performance seen in China, India, and the Middle East.

tesa Business Segment

tesa continued its positive performance from the past year, increasing organic sales by 3.6%. In nominal terms, sales rose by 1.2%, from €256 million to €259 million. **EBIT** rose by 7.5% to €37 million. The EBIT margin was 14.2% at the end of the quarter, compared to 13.4% last year.

Beiersdorf reiterates outlook for 2013

Beiersdorf is aiming for sales growth in the **Group above market in 2013**. The consolidated **EBIT margin** from operations should **exceed the previous year** in 2013.

In the **Consumer** business segment, Beiersdorf is aiming for **sales growth above market** in 2013. The **EBIT margin** from operations should **exceed the previous year** in 2013.

tesa anticipates that growth will be **slightly above market** in 2013. The **EBIT margin** from operations should **slightly exceed the previous year** in 2013.

Visit the [online version of the Interim Report](#) Q1/2013 here.

About Beiersdorf AG

Cosmetics company Beiersdorf AG is based in Hamburg, Germany, and has around 16,500 employees worldwide. Its sales in 2012 amounted to €6 billion and it has been listed on the DAX since December 2008. Beiersdorf's NIVEA is the world's No.1 skin care brand*. Other names in its successful international brand portfolio include Eucerin, La Prairie, Labello, 8x4, and Hansaplast. 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 more than 130 years of skin care experience and is known for its innovative and high-quality products.

**Source: Euromonitor International Limited, NIVEA by global brand name in the categories Body Care, Face Care and Hand Care; in retail value terms, 2012.*

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Beiersdorf Group's Performance in Q1/2013 at a Glance

Group	Q1/2012	Q1/2013
Sales	€1,533 million	€1,577 million
Sales growth in % (nominal)	9.0%	2.9%
Sales growth in % (organic/like-for-like)	6.9%	5.4%
Operating result (EBIT)	€183 million	€215 million
Operating result (EBIT), excluding special factors	€198 million	€215 million
EBIT margin	11.9%	13.6%
EBIT margin, excluding special factors	12.9%	13.6%
Profit after tax	€125 million	€155 million
Profit after tax, excluding special factors	€135 million	€155 million
Return on sales after tax	8.1%	9.8%
Return on sales after tax, excluding special factors	8.8%	9.8%
Consumer		
Sales	€1,277 million	€1,318 million
Sales growth in % (nominal)	9.0%	3.2%
Sales growth in % (organic/like-for-like)	6.8%	5.7%
Operating result (EBIT), excluding special factors	€164 million	€178 million
EBIT margin, excluding special factors	12.8%	13.5%
tesa		
Sales	€256 million	€259 million
Sales growth in % (nominal)	9.2%	1.2%
Sales growth in % (organic/like-for-like)	7.2%	3.6%
Operating result (EBIT), excluding special factors	€34 million	€37 million
EBIT margin, excluding special factors	13.4%	14.2%