

PRESS RELEASE

Beiersdorf continues on its growth path

- Group sales rise 6.6%
- Consumer sales up 6.5%
- tesa achieves sales growth of 7.4%
- Group EBIT margin increases to 13.7%
- Outlook for fiscal year 2013 confirmed

Hamburg, August 7, 2013 – For the first half of 2013, Beiersdorf has continued to progress well with strong sales growth in both business segments, Consumer and tesa. Group sales **rose by 6.6%** organically, and in nominal terms by 3.3%, from €3.062 billion to €3.163 billion. The **operating result (EBIT) excluding special factors** reached **€434 million, an increase of 11.2%**, representing a significantly improved **EBIT margin of 13.7%** (previous year: 12.7%). Consolidated after-tax profit rose to €287 million.

“The systematic implementation of our Blue Agenda over the last twelve months has given Beiersdorf a clear boost. We are becoming increasingly better at translating the potential of our brands and our company into economic success,” said Stefan F. Heidenreich, CEO of Beiersdorf AG.

Consumer Business Segment

The Consumer Business Segment delivered organic sales growth of 6.5% in the first six months of 2013. In nominal terms, sales increased by 3.1%, from €2.561 billion to €2.641 billion.

In terms of organic sales growth by brand, NIVEA grew by 6.8%, Eucerin by 12.0% and La Prairie by 5.3%.

EBIT excluding special factors increased to €351 million compared with €327 million in the previous year representing an improvement in the EBIT margin from last year's 12.8% to 13.3%.

Organic sales growth across the various **regions** was mixed:

Sales in **Germany** were up 2.7%.

In **Western Europe**, sales were down 2.3%, as the weak economy continued to negatively impact the consumer climate. Beiersdorf also recorded a 1.3% decline in sales in **Eastern Europe**.

The company saw significant growth in the **Americas** region, where sales climbed by 13.8% with a particularly strong performance in **Latin America** where sales grew 19.9%, driven primarily by Brazil. Sales in **North America** were up 4.3% on prior year.

Sales in the **Africa/Asia/Australia** region rose by 19.0%, primarily attributable to the positive performance seen in China.

tesa Business Segment

tesa's delivered organic sales growth of 7.4% in the first half. In nominal terms, sales grew by 4.2%, from €501 million to €522 million. **EBIT** increased by 31.6% to €83 million. The EBIT margin at the end for the first six months was 15.9%, compared with 12.6% in the same period last year.

Outlook for 2013

Beiersdorf is targeting Group **sales growth** of **5-6%** for the full-year 2013 with a consolidated **EBIT margin** from operations of **12-13%**.

In the **Consumer** Business Segment, Beiersdorf is predicting **sales growth** of **5-6%** for 2013 and overall market growth of 3-4%. Targeted investments in sustainable marketing activities should provide further support for strong growth. The **EBIT margin** from operations is expected to exceed **12%**.

tesa anticipates **sales growth** of **4-5%** in 2013, with market growth estimated at 2-3%. The 2013 **EBIT margin** from operations should be **approximately 14%**.

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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/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 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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The Beiersdorf Group's Performance in H1/2013 at a Glance

Group	H1/2012	H1/2013
Sales	€3,062 million	€3,163 million
Sales growth in % (nominal)	5.5%	3.3%
Sales growth in % (organic/like-for-like)	2.6%	6.6%
Operating result (EBIT)	€374 million	€434 million
Operating result (EBIT), excluding special factors	€390 million	€434 million
EBIT margin	12.2%	13.7%
EBIT margin, excluding special factors	12.7%	13.7%
Profit after tax	€248 million	€287 million
Profit after tax, excluding special factors	€258 million	€287 million
Return on sales after tax	8.1%	9.1%
Return on sales after tax, excluding special factors	8.4%	9.1%
Consumer		
Sales	€2,561 million	€2,641 million
Sales growth in % (nominal)	5.3%	3.1%
Sales growth in % (organic/like-for-like)	2.5%	6.5%
Operating result (EBIT), excluding special factors	€327 million	€351 million
EBIT margin, excluding special factors	12.8%	13.3%
tesa		
Sales	€501 million	€522 million
Sales growth in % (nominal)	6.5%	4.2%
Sales growth in % (organic/like-for-like)	3.5%	7.4%
Operating result (EBIT), excluding special factors	€63 million	€83 million
EBIT margin, excluding special factors	12.6%	15.9%