

## **PRESS RELEASE**

### **Beiersdorf continues to make progress**

- Group sales rise 7.3%
- Consumer sales up 6.9%
- tesa achieves sales growth of 9.3%
- Group EBIT margin increases to 13.9%
- Outlook for fiscal year 2013 lifted

Hamburg, November 5, 2013 – Beiersdorf continues to make progress. Both the Consumer Business Segment and tesa achieved significant, above-market sales growth in the first nine months of 2013. Adjusted for the impact of foreign exchange differences, the company increased its sales by 7.3%. In nominal terms, sales increased by 2.4%, from €4.566 billion to €4.674 billion. The operating result (EBIT) excluding special factors improved from €575 million in the previous year to €650 million. The EBIT margin reached 13.9%, compared with 12.6% in the previous year. Consolidated profit rose from €358 million to €433 million.

“Our Blue Agenda is geared towards sustainable, profitable growth. We have been able to significantly increase sales and earnings thanks to a clear, disciplined brand strategy and successful innovations. Our market share has increased in many countries, both in Emerging Markets and for the first time in Europe, where we saw a clear rise in the third quarter,” said Stefan F. Heidenreich, CEO of Beiersdorf AG.

### **Consumer Business Segment**

The Consumer Business Segment delivered organic sales growth of 6.9% in the first nine months of 2013. Nominal sales increased by 1.7%, from €3.816 billion to €3.883 billion.

NIVEA recorded organic sales growth of 7.3%. Eucerin generated an 11.1% increase in sales and La Prairie an increase of 5.4%.

EBIT excluding special factors improved by 7% from €476 million to €510 million. The EBIT margin rose to 13.1% in the reporting period, compared with 12.5% in the same period last year.

Organic sales growth across the various regions was as follows:

In Western Europe, sales were on a level with the previous year thanks to a strong third quarter. Significant sales growth was achieved in Germany and the United Kingdom in particular. Sales in Eastern Europe were down by a modest 0.8% on the previous year.

Beiersdorf saw significant growth in the Americas region, where sales climbed by 11.7%. The company generated strong growth of 15.5% in Latin America. The main driver here was again its healthy performance in Brazil. In North America, sales increased by 5.2%.

Beiersdorf also recorded double-digit growth rates in the Africa/Asia/Australia region, with sales growth of 18.9%. This was primarily attributable to an improved performance seen in China.

### **tesa Business Segment**

tesa's sales rose organically by 9.3% in the first nine months of 2013 and in nominal terms, by 5.5%, from €750 million to €791 million. EBIT rose from €99 million in the previous year to €140 million. The EBIT margin for the first nine months was 17.7%, compared with 13.2% in the same period last year.

### **Outlook for 2013**

Beiersdorf is lifting its forecast for full-year 2013 as a result of the strong performance in the past months. The company is now aiming for Group sales growth of 6-7%. The consolidated EBIT margin from operations is now expected to be around 13%, compared with the previous estimate of around 12%.

In the Consumer Business Segment, Beiersdorf is now predicting sales growth of 6-7% for 2013, with market growth estimated at 3-4%. This healthy sales growth will be further supported by targeted investments in innovations and in the emerging markets. The EBIT margin from operations is expected to exceed 12%.

The 2013 sales growth forecast for the tesa Business Segment is being raised to 6-7%. The EBIT margin from operations is expected to be around 16%.

Visit the [online version of the Interim Report](#) 9M/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/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; by global brand name in the Body Care, Face Care, and Hand Care categories; in 2012 retail value terms.*

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## The Beiersdorf Group's Performance in 9M/2013 at a Glance

Group	9M/2012	9M/2013
<b>Sales</b>	<b>€4.566 billion</b>	<b>€4.674 billion</b>
Sales growth in % (nominal)	6.8%	2.4%
<b>Sales growth in % (organic/like-for-like)</b>	<b>3.7%</b>	<b>7.3%</b>
Operating result (EBIT)	€558 million	€650 million
<b>Operating result (EBIT), excluding special factors</b>	<b>€575 million</b>	<b>€650 million</b>
EBIT margin	12.2%	13.9%
<b>EBIT margin, excluding special factors</b>	<b>12.6%</b>	<b>13.9%</b>
Profit after tax	€358 million	€433 million
<b>Profit after tax, excluding special factors</b>	<b>€370 million</b>	<b>€433 million</b>
Return on sales after tax	7.8%	9.3%
Return on sales after tax, excluding special factors	8.1%	9.3%
<b>Consumer</b>		
<b>Sales</b>	<b>€3.816 billion</b>	<b>€3.883 billion</b>
Sales growth in % (nominal)	6.9%	1.7%
<b>Sales growth in % (organic/like-for-like)</b>	<b>3.7%</b>	<b>6.9%</b>
<b>Operating result (EBIT), excluding special factors</b>	<b>€476 million</b>	<b>€510 million</b>
<b>EBIT margin, excluding special factors</b>	<b>12.5%</b>	<b>13.1%</b>
<b>tesa</b>		
<b>Sales</b>	<b>€750 million</b>	<b>€791 million</b>
Sales growth in % (nominal)	6.4%	5.5%
<b>Sales growth in % (organic/like-for-like)</b>	<b>3.5%</b>	<b>9.3%</b>
<b>Operating result (EBIT), excluding special factors</b>	<b>€99 million</b>	<b>€140 million</b>
<b>EBIT margin, excluding special factors</b>	<b>13.2%</b>	<b>17.7%</b>