

PRESS RELEASE

Beiersdorf: Strong business year 2013

- Group sales up 7.2%
- Consumer Business Segment delivers 7.0% organic sales growth
- tesa achieves 8.4% organic growth
- EBIT margin guidance confirmed

Hamburg, January 16, 2014 – Beiersdorf AG, Hamburg, recorded significant sales growth in all its business segments in 2013. The company's sales rose by 7.2% in organic terms in the past fiscal year according to preliminary, unaudited figures. Nominal sales increased by 1.7%, from €6,040 million to €6,141 million. The difference between nominal and organic growth is attributable to the strength of the euro in the past year. The Consumer Business Segment achieved organic sales growth of 7.0%, while tesa recorded organic growth of 8.4%. The company has confirmed its consolidated EBIT margin guidance of around 13%.

“2013 was an important and successful year for our group. In 2012 we developed and launched our Blue Agenda setting out the course for the next phase of Beiersdorf's strategic development. Now during 2013 we have seen the first results of its implementation. The excellent growth dynamic achieved in 2013 across all areas of the group shows that this course is the right one,” commented Stefan F. Heidenreich, CEO of Beiersdorf AG, in Hamburg on Thursday.

Consumer Business Segment

The Consumer Business Segment recorded organic sales growth of 7.0%. In nominal terms, sales rose by 1.1% to €5,103 million (previous year: €5,048 million). All of the company's three core brands – NIVEA, Eucerin, and La Prairie – achieved strong growth rates.

Both mature European markets as well as emerging markets saw clear sales growth compared with previous years. Western Europe recorded a positive trend for the first time since 2008. Sales growth in Latin America was also very encouraging, driven largely by Brazil. Beiersdorf also recorded significant growth in the Africa/Asia/Australia region, especially in China.

tesa Business Segment

The tesa Business Segment recorded organic sales growth of 8.4% in 2013. In nominal terms, sales rose by 4.6% to €1,038 million (previous year: €992 million). Both the direct customer business and the distribution business in all regions contributed to this. Business was particularly brisk in Asia and in the US driven by the electronics and automotive industries.

All figures for fiscal 2013 are preliminary and still subject to audit. The final figures will be presented at the Annual Press Conference and in the Financial Analyst Meeting on March 4, 2014 in Hamburg.

Beiersdorf Group's Performance in 2013 at a Glance (preliminary, unaudited)

Group	2012	2013
Sales	€6,040 million	€6,141 million
Sales growth in % (organic)	4.7%	7.2%
Sales growth in % (nominal)	7.2%	1.7%
Consumer		
Sales	€5,048 million	€5,103 million
Sales growth in % (organic)	4.9%	7.0%
Sales growth in % (nominal)	7.5%	1.1%
tesa		
Sales	€992 million	€1,038 million
Sales growth in % (organic)	3.6%	8.4%
Sales growth in % (nominal)	5.8%	4.6%

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 Ltd.; NIVEA by umbrella brand name in the categories Body Care, Face Care, and Hand Care; in retail value terms, 2012.

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