

PRESS RELEASE

Beiersdorf continues on its growth path

- Organic Group sales growth of 6.7%
- EBIT margin excluding special factors increased to 14.7%
- Consumer achieves organic sales growth of 6.3%
- tesa delivers 8.7% organic sales growth
- Outlook for financial year 2014 confirmed

Hamburg, May 8, 2014 – Beiersdorf's first-quarter results for 2014 underline the continuation of last year's strong business performance. The Group delivered organic sales growth of 6.7%. In nominal terms, sales increased by 1.2% from €1.577 billion to €1.596 billion. Both business segments contributed to the positive performance. Group EBIT excluding special factors improved to €235 million, up from €215 million in the previous year. Excluding special factors, the EBIT margin increased to 14.7% (previous year: 13.6%).

"We are very satisfied with our business performance in the first three months. We continued the company's steady upward trend, delivered strong sales growth and continued to gain market share in our relevant markets and key categories," said Stefan F. Heidenreich, CEO of Beiersdorf AG.

Consumer Business Segment

The Consumer Business Segment recorded organic sales growth of 6.3% in the first quarter of the year. In nominal terms, sales increased by 0.4%, from €1.318 billion to €1.323 billion. The key drivers underlying this strong sales growth were the Group's healthy performance in emerging markets and positive growth rates in the saturated European markets.

NIVEA delivered 7.6% sales growth, Eucerin 10.3%, and La Prairie 3.4%.

EBIT excluding special factors improved to €193 million, up from €178 million in the previous year. The corresponding EBIT margin increased to 14.6% in the reporting period compared with 13.5% in the prior-year quarter.

Organic sales growth across the individual regions was as follows:

In Europe, sales grew by 0.9%, up slightly on the prior year. Western Europe also recorded a sales increase of 0.9%. Sales in Eastern Europe were up 0.7% compared to prior year.

Sales in the Americas region recorded a healthy 6.9% increase. Latin America saw sales growth of 6.5%. North America continued to develop well with 7.5% growth.

The Africa/Asia/Australia region saw double-digit sales growth of 17.5%.

tesa Business Segment

tesa also successfully maintained last year's momentum in the first quarter, delivering 8.7% organic sales growth. In nominal terms, sales increased by 5.3%, from €259 million to €273 million. EBIT excluding special factors improved by 14.7% from €37 million to €42 million, while the corresponding EBIT margin was 15.5% (previous year: 14.2%).

Beiersdorf confirms outlook for 2014

Beiersdorf is expecting sales growth in the Consumer Business Segment to outperform the market in 2014, at a level of 4–6%. The EBIT margin from operations should slightly exceed the prior-year figure.

tesa is anticipating that sales will slightly outperform the market in 2014, with market growth estimated at 2–3%. The EBIT margin from operations is expected to be slightly below the prior-year level.

Based on the forecasts for the two business segments, we expect Group sales to grow by 4–6%. The consolidated EBIT margin from operations is expected to be up slightly on the previous year.

About Beiersdorf AG

Beiersdorf AG is one of the world's leading providers of innovative, high-quality skin care products and has over 130 years of experience in this market segment.

The Hamburg-based skin care company has over 16,500 employees worldwide. Beiersdorf recorded sales of €6.1 billion in fiscal year 2013 and has been listed on the DAX – the German benchmark equities index – since December 2008. NIVEA, the world's No. 1 skin care brand,* is the cornerstone of Beiersdorf AG's internationally successful brand portfolio. Other leading brand names include Eucerin, La Prairie, Labello, 8x4, and Hansaplast/Elastoplast. Beiersdorf's subsidiary tesa SE is also one of the world's leading manufacturers in its field and supplies self-adhesive products and system solutions to industry, craft businesses, and consumers.

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

Contact:

Beiersdorf AG

Inken Hollmann-Peters

Vice President Corporate Communications & Sustainability

Phone: +49 (0)40 4909-2001

Email: cc@beiersdorf.com

Beiersdorf Group's Performance in Q1/2014 at a Glance

Group	Q1/2013	Q1/2014
Sales	€1.577 billion	€1.596 billion
Sales growth in % (organic)	5.4%	6.7%
Sales growth in % (nominal)	2.9%	1.2%
Operating result (EBIT)	€215 million	€235 million
Operating result (EBIT), excluding special factors	€215 million	€235 million
EBIT margin	13.6%	14.7%
EBIT margin, excluding special factors	13.6%	14.7%
Profit after tax	€155 million	€166 million
Profit after tax, excluding special factors	€155 million	€166 million
Return on sales after tax	9.8%	10.4%
Return on sales after tax, excluding special factors	9.8%	10.4%

Consumer	Q1/2013	Q1/2014
Sales	€1.318 billion	€1.323 billion
Sales growth in % (organic)	5.7%	6.3%
Sales growth in % (nominal)	3.2%	0.4%
Operating result (EBIT)	€178 million	€193 million
Operating result (EBIT), excluding special factors	€178 million	€193 million
EBIT margin	13.5%	14.6%
EBIT margin, excluding special factors	13.5%	14.6%

tesa	Q1/2013	Q1/2014
Sales	€259 million	€273 million
Sales growth in % (organic)	3.6%	8.7%
Sales growth in % (nominal)	1.2%	5.3%
Operating result (EBIT)	€37 million	€42 million
Operating result (EBIT), excluding special factors	€37 million	€42 million
EBIT margin	14.2%	15.5%
EBIT margin, excluding special factors	14.2%	15.5%