

PRESS RELEASE

Beiersdorf: Strong business year 2014

- Organic Group sales growth of 4.7%
- Consumer achieves organic sales growth of 4.8%
- tesa delivers 4.4% organic sales growth
- EBIT margin guidance confirmed

Hamburg, January 15, 2015 – Beiersdorf continued its profitable growth path in 2014 despite a challenging macroeconomic environment. Organic Group sales rose by 4.7% in the past financial year according to preliminary, unaudited figures. In nominal terms, sales increased by 2.3%, from €6.141 billion to €6.285 billion. Both business segments contributed to this success. The Consumer Business Segment increased organic sales by 4.8%, while tesa recorded organic growth of 4.4%. The company has confirmed its consolidated EBIT margin guidance excluding special factors of above 13%.

“2014 was a successful year for Beiersdorf. Once again we recorded clear sales growth, increased our market share, and further developed our innovation power and competitiveness. The stability and strength that Beiersdorf has achieved makes us confident about our outlook for 2015. At the same time, we are aware of the growing macroeconomic challenges in individual markets and are monitoring them closely,” said Stefan F. Heidenreich, CEO of Beiersdorf AG.

Consumer Business Segment

The Consumer Business Segment recorded organic sales growth of 4.8% in financial year 2014. In nominal terms, sales were up 2.1% on the prior-year figure, at €5.209 billion (€5.103 billion). All three of the company’s core brands, NIVEA, Eucerin, and La Prairie, contributed to this positive sales trend.

tesa Business Segment

tesa achieved organic sales growth of 4.4% in the past financial year. In nominal terms, sales increased by 3.7%, from €1.038 billion to €1.076 billion. This positive result was driven by both tesa’s direct customer business and its distribution business in all regions.

All figures for financial year 2014 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 February 13, 2015, in Hamburg.

Beiersdorf Group's Performance in 2014 at a Glance (preliminary, unaudited)

Group	2013	2014
Sales	€6.141 billion	€6.285 billion
Sales growth in % (organic)	7.2%	4.7%
Sales growth in % (nominal)	1.7%	2.3%

Consumer	2013	2014
Sales	€5.103 billion	€5.209 billion
Sales growth in % (organic)	7.0%	4.8%
Sales growth in % (nominal)	1.1%	2.1%

tesa	2013	2014
Sales	€1.038 billion	€1.076 billion
Sales growth in % (organic)	8.5%	4.4%
Sales growth in % (nominal)	4.7%	3.7%

About Beiersdorf AG

Beiersdorf AG is a leading provider of innovative, high-quality skin care products and has over 130 years of experience in this market segment. The Hamburg-based company has over 16,500 employees worldwide and is listed on the DAX, the German benchmark equities index. Beiersdorf achieved sales of €6.1 billion in financial year 2013. NIVEA, the world's No. 1 skin care brand*, is the cornerstone of the company's brand portfolio, which also includes brands such as Eucerin, La Prairie, Labello, and Hansaplast. Beiersdorf's wholly owned affiliate tesa SE, another globally leading manufacturer in its field, supplies self-adhesive products and system solutions to industry, craft businesses, and consumers.

**Source: Euromonitor International Limited; NIVEA by umbrella brand name in the categories Body Care, Face Care and Hand Care; in retail value terms, 2013.*

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