

PRESS RELEASE

Beiersdorf continues on its profitable growth path

- Organic Group sales growth of 0.7% (nominal: 6.9%)
- EBIT margin excluding special factors increased to 15.0%
- Consumer lifts organic sales growth by 0.7% (nominal: 6.7%)
- tesa achieves organic sales growth of 0.4% (nominal: 8.1%)
- Outlook for 2015 confirmed

Hamburg, May 7, 2015 – Beiersdorf AG, Hamburg, continued on its profitable growth path in the first quarter of the current financial year. Organic Group sales rose by 0.7%. In nominal terms, sales increased by 6.9%, from €1.596 billion to €1.706 billion. Both business segments contributed to this positive performance. Group EBIT excluding special factors improved to €255 million, up from €235 million in the previous year. The corresponding EBIT margin rose to 15.0%.

“Business performance in the first three months of 2015 was in line with our forecast. Our sales were better than last year’s comparable high quarter. Our consolidated EBIT margin marked a new record level for Beiersdorf. After laying some important groundwork in the first quarter, we will pick up momentum over the coming months and consequently continue on our profitable growth path,” said Stefan F. Heidenreich, CEO of Beiersdorf AG.

Consumer Business Segment

The Consumer Business Segment delivered organic sales growth of 0.7% in the first quarter of 2015. In nominal terms, sales increased by 6.7%, from €1.323 billion in the previous year to €1.411 billion. EBIT excluding special factors improved from €193 million to €204 million. This corresponds to an EBIT margin of 14.5%, compared with 14.6% in the previous year. However, the prior-year figure was positively impacted by a non-recurring income of €10 million.

Organic sales growth across the regions was mixed:

Sales growth in Europe amounted to 0.1%. Strong growth of 9.9% in Eastern Europe was offset by a 2.1% decline in sales in Western Europe. While clear increases were achieved in Spain, France, and particularly in Russia and Poland, sales in Germany, the UK, Italy, and in Switzerland remained below last year's level.

In the Americas region, Beiersdorf lifted sales by 7.8%, with growth being particularly strong in Latin America. Beiersdorf increased its sales by 9.4% in this region, led once again by Brazil. North America recorded sales growth of 5.3%.

Sales in the Africa/Asia/Australia region fell by 2.5% against last year. This was primarily attributable to declining sales in China. Clear sales growth was achieved in India, South Africa, and Turkey.

tesa Business Segment

tesa recorded organic sales growth of 0.4% in the past quarter. In nominal terms, sales rose by 8.1%, from €273 million to €295 million. This was due in particular to the positive trend in business with automotive industry customers. EBIT excluding special factors increased by 20.0%, from €42 million to €51 million. This corresponds to an EBIT margin of 17.2% (previous year: 15.5%).

Beiersdorf confirms outlook for 2015

At Group level, Beiersdorf expects sales to increase by 3-5% in financial year 2015 and a slight improvement in the Group's EBIT margin from operations compared to 2014.

In the Consumer business segment, above-market sales growth of 3-5% is forecast. The EBIT margin from operations is expected to be up slightly against the prior-year.

tesa is also expected to generate sales growth of 3-5%. The EBIT margin from operations is forecast to be slightly below the prior-year level.

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 17,000 employees worldwide and is listed on the DAX, the German benchmark equities index. Beiersdorf generated sales of €6.3 billion in financial year 2014. 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/Elastoplast. 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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Beiersdorf Group's Performance in Q1/2015 at a Glance

Group	2014	2015
Sales	€1.596 billion	€1.706 billion
Sales growth in % (organic)	6.7%	0.7%
Sales growth in % (nominal)	1.2%	6.9%
Operating result (EBIT)	€235 million	€255 million
Operating result (EBIT), excluding special factors	€235 million	€255 million
EBIT margin	14.7%	15.0%
EBIT margin, excluding special factors	14.7%	15.0%
Profit after tax	€166 million	€181 million
Profit after tax, excluding special factors	€166 million	€181 million
Return on sales after tax	10.4%	10.6%
Return on sales after tax, excluding special factors	10.4%	10.6%
Consumer	2014	2015
Sales	€1.323 billion	€1.411 billion
Sales growth in % (organic)	6.3%	0.7%
Sales growth in % (nominal)	0.4%	6.7%
Operating result (EBIT)	€193 million	€204 million
Operating result (EBIT), excluding special factors	€193 million	€204 million
EBIT margin	14.6%	14.5%
EBIT margin, excluding special factors	14.6%	14.5%
tesa	2014	2015
Sales	€273 million	€295 million
Sales growth in % (organic)	8.7%	0.4%
Sales growth in % (nominal)	5.3%	8.1%
Operating result (EBIT)	€42 million	€51 million
Operating result (EBIT), excluding special factors	€42 million	€51 million
EBIT margin	15.5%	17.2%
EBIT margin, excluding special factors	15.5%	17.2%