

PRESS RELEASE

Beiersdorf continues on its successful path

Sales and earnings increased again

- Organic Group sales growth of 2.7% (nominal: 6.8%)
- EBIT margin (excluding special factors) increases to 14.9%
- Consumer increases organic sales by 3.2% (nominal: 6.8%)
- tesa delivers organic sales growth of 0.3% (nominal: 6.5%)
- Outlook for 2015 substantiated

Hamburg, November 4, 2015 – In the first nine months of 2015 Beiersdorf continued on its profitable growth path in a difficult market environment. The company increased both its sales and earnings, and gained further market share. Organic Group sales climbed 2.7%. In nominal terms, sales rose by 6.8%, from €4.716 billion to €5.035 billion. Group EBIT excluding special factors increased by 11.9%, from €671 million to €750 million. The EBIT margin improved to 14.9%, compared with last year's 14.2%.

"We have gained significant momentum over the past few months and delivered further increases in sales and earnings. That was our aim and we achieved it. At the same time, we made Beiersdorf more resilient, putting it on a sustainable, profitable growth path. We are growing against the market trend and are advancing our position even under challenging conditions," said Stefan F. Heidenreich, CEO of Beiersdorf AG.

Consumer Business Segment

The upward trend in the Consumer Business Segment continued. After sales growth of 1.6% at mid-year, the rate of growth was 3.2% at the end of the third quarter. In nominal terms, sales rose by 6.8%, from €3.905 billion in the previous year to €4.172 billion. EBIT excluding special factors increased by 13.8%, from €529 million to €602 million. The EBIT margin improved to 14.4%, compared with last year's 13.5%.

In the different regions, sales developed as follows:

Sales in Europe were up 1.1% on the prior-year figure despite challenging market conditions. In Western Europe, they were down 0.4% at the end of the reporting period, compared with the high prior-year figure. Beiersdorf's business in Eastern Europe expanded sharply, with sales growing by 7.3%. Business performance in Russia was particularly dynamic.

Beiersdorf recorded a significant increase in sales in the Americas region, at 9.9%. North America saw a 4.5% increase in sales. In Latin America, the rapid sales growth at mid-year (10.7%) accelerated further, to 13.0%, at the end of the nine-month period. Strong growth was recorded again in Brazil.

In the Africa/Asia/Australia region, Beiersdorf generated a 2.9% increase in sales. The company saw particularly sharp increases in Japan, India, South Africa, and Turkey. Business in China continued to stabilize in the course of the year.

tesa Business Segment

tesa recorded organic sales growth of 0.3%, up slightly on the good prior-year level. In nominal terms, sales increased by 6.5%, from €811 million in the previous year to €863 million. EBIT excluding special factors improved by 4.7% in the reporting period, from €142 million in the previous year to €148 million. The EBIT margin was 17.2% (2014: 17.5%).

Outlook for 2015

Beiersdorf substantiates its forecast and expects sales at Group level to increase by 3-4% in financial year 2015 and the Group's EBIT margin from operations to significantly exceed last year.

In the Consumer Business Segment, above-market sales growth of 3-4% is forecast. The EBIT margin from operations is expected to be up significantly against the prior-year figure.

In the tesa Business Segment, sales are expected to be at last year's level. The EBIT margin from operations is forecast to be similar to 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. 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, 2014.*

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The Beiersdorf Group's Performance in 9M/2015 at a Glance

Group	2014	2015
Sales	€4,716 million	€5,035 million
Sales growth in % (organic)	4.3%	2.7%
Sales growth in % (nominal)	0.9%	6.8%
Operating result (EBIT)	€608 million	€750 million
Operating result (EBIT), excluding special factors	€671 million	€750 million
EBIT margin	12.9%	14.9%
EBIT margin, excluding special factors	14.2%	14.9%
Profit after tax	€423 million	€514 million
Profit after tax, excluding special factors	€465 million	€514 million
Return on sales after tax	9.0%	10.2%
Profit after tax, excluding special factors	9.9%	10.2%

Consumer	2014	2015
Sales	€3,905 million	€4,172 million
Sales growth in % (organic)	4.2%	3.2%
Sales growth in % (nominal)	0.6%	6.8%
Operating result (EBIT)	€466 million	€602 million
Operating result (EBIT), excluding special factors	€529 million	€602 million
EBIT margin	11.9%	14.4%
EBIT margin, excluding special factors	13.5%	14.4%

tesa	2014	2015
Sales	€811 million	€863 million
Sales growth in % (organic)	4.3%	0.3%
Sales growth in % (nominal)	2.5%	6.5%
Operating result (EBIT)	€142 million	€148 million
Operating result (EBIT), excluding special factors	€142 million	€148 million
EBIT margin	17.5%	17.2%
EBIT margin, excluding special factors	17.5%	17.2%