

## PRESS RELEASE

### **Beiersdorf: Successful business year 2015 – strong growth in the second half-year**

- Organic Group sales growth of 3.0% (nominal 6.4%)
- Consumer increases organic sales growth by 3.6% (nominal 6.5%)
- Gains in market shares – product innovations successfully introduced
- tesa's sales reach high levels of previous year (nominal 5.9%)
- EBIT guidance confirmed

**Hamburg, January 14, 2016** – Beiersdorf continued on its profitable growth path in 2015 in a challenging market environment. Organic Group sales increased by 3.0%, based on preliminary, unaudited figures. In nominal terms, sales rose by 6.4% from €6.285 billion to €6.686 billion. The Consumer Business Segment increased organic sales by 3.6%. tesa's organic growth totaled 0.4%, in line with the high level of the previous year. Beiersdorf confirmed that its consolidated EBIT margin (excluding special factors) significantly exceeded last year's level as forecast.

“2015 was another successful year for Beiersdorf. We continued on our sustainable profitable growth path and gained momentum in the second half of the year with a significant increase in sales. Beiersdorf has built a solid foundation for further economic success in 2016 despite challenging economic conditions,” said Stefan F. Heidenreich, CEO of Beiersdorf AG.

### **Consumer Business Segment**

In 2015, the Consumer Business Segment continued the good performance seen in recent years. After recording sales growth of 1.6% in the first half of the year, Consumer performed extremely well in the second half, increasing sales by 5.7%. Organic sales rose by 3.6% during 2015. In nominal terms, sales were up 6.5%, climbing from €5.209 billion in the previous year to €5.546 billion. All of the company's three core brands – NIVEA, Eucerin and La Prairie – contributed to this positive sales performance.

## tesa Business Segment

During the past financial year, tesa generated organic sales growth of 0.4%, matching the high level of the prior year. In nominal terms, sales increased by 5.9% from €1.076 billion to €1.140 billion. The basis of the stable business performance was the direct customer and distribution business in Europe and America. In Asia sales decreased slightly as a result of losses in the project business with the electronic industry.

All figures for financial year 2015 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 Wednesday, February 17, 2016, in Hamburg.

## Beiersdorf Group's Performance in 2015 at a Glance (preliminary, unaudited)

Group	2014	2015
<b>Sales</b>	<b>€6.285 billion</b>	<b>€6.686 billion</b>
<b>Sales growth in % (organic)</b>	<b>4.7%</b>	<b>3.0%</b>
Sales growth in % (nominal)	2.3%	6.4%
Consumer	2014	2015
<b>Sales</b>	<b>€5.209 billion</b>	<b>€5.546 billion</b>
<b>Sales growth in % (organic)</b>	<b>4.8%</b>	<b>3.6%</b>
Sales growth in % (nominal)	2.1%	6.5%
tesa	2014	2015
<b>Sales</b>	<b>€1.076 billion</b>	<b>€1.140 billion</b>
<b>Sales growth in % (organic)</b>	<b>4.4%</b>	<b>0.4%</b>
Sales growth in % (nominal)	3.6%	5.9%

## 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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