

PRESS RELEASE

Beiersdorf continues on its successful path Significant increase in sales and earnings in 2015

- Organic Group sales growth of 3.0% (nominal 6.4%)
- EBIT margin reaches new record level of 14.4%
- Consumer achieves organic sales growth of 3.6% (nominal 6.5%)
- tesa delivers sales growth of 0.4% (nominal 5.9%)
- Outlook for 2016: above-market sales growth

Hamburg, February 17, 2016 – Beiersdorf continued on its profitable growth path in 2015. In a difficult market environment, Beiersdorf recorded organic sales growth of 3.0% increasing both sales and earnings. In nominal terms, sales increased by 6.4%, from €6.285 billion to €6.686 billion. The Consumer Business Segment generated sales growth of 3.6%, whereas tesa increased sales by 0.4%. Group EBIT excluding special factors rose to €962 million, up from €861 million in the previous year. The EBIT margin improved to 14.4%, up from last year's 13.7%.

“Beiersdorf was successful in 2015. Once again, we were able to increase our sales and earnings. We gained market share in our relevant markets and further improved Beiersdorf's competitiveness and efficiency. Our results in 2015 clearly show that we have made Beiersdorf more resilient and that we continue on a sustainable, profitable growth path even under challenging economic conditions. This is a solid foundation for further economic success in 2016,” said Stefan F. Heidenreich, CEO of Beiersdorf AG.

Beiersdorf expects Group sales to grow by 3-4% and a slightly improved EBIT margin in 2016.

Beiersdorf Group

In 2015 Beiersdorf recorded organic Group sales growth of 3.0%. In nominal terms, sales rose by 6.4%, from €6.285 billion to €6.686 billion. EBIT excluding special factors increased by 11.6%, from €861 million to €962 million. The EBIT margin improved to 14.4%, compared with last year's 13.7%. Profit after tax excluding special factors rose from €581 million to €671 million. The corresponding earnings per share improved from €2.53 in the prior year to €2.91. Based on this, the Executive Board is proposing a dividend of €0.70 per share.

Consumer Business Segment

In 2015, the Consumer Business Segment continued the strong upward trend seen in recent years, with organic sales growth of 3.6%. After recording sales growth of 1.6% in the first half of 2015, Consumer performed extremely well in the second half, increasing sales by 5.7%. In nominal terms, sales rose by 6.5%, from €5.209 billion in the previous year to €5.546 billion. NIVEA increased sales by 4.5%, Eucerin by 5.4%, and La Prairie by 1.2%.

Beiersdorf increased organic sales in every region.

In Europe, Beiersdorf strengthened its market position, with sales up 1.3%. In Western Europe, sales saw a slight decline of 0.3% against the prior-year figure. Eastern Europe increased sales by 7.9%, thanks to a good performance in Russia.

Significant sales growth of 8.4% was generated in the Americas. Once again, Latin America performed particularly well, increasing sales by 10.9%. Sales in North America were up 3.9% on the previous year.

In the Africa/Asia/Australia region, sales grew by 4.8%, based on the continuous stabilization of sales in China and the dynamic performance in Japan and India.

EBIT excluding special factors increased by 13.6%, from €678 million to €771 million. This corresponds to an EBIT margin of 13.9% (previous year: 13.0%).

tesa Business Segment

tesa showed a stable performance in 2015, recording organic sales growth of 0.4%. In nominal terms, sales grew by 5.9% to €1.140 billion (previous year: €1.076 billion). On the European and American markets, sales rose in the direct customer business and in the distribution business. In Asia, sales declined against the prior year as a result of losses in the project business with the electronics industry. EBIT excluding special factors increased by 4.2%, from €183 million to €191 million. The EBIT margin was 16.8% (previous year: 17.0%).

Forecast for 2016

Beiersdorf expects the Consumer Business Segment to outperform the market in 2016 with sales growth of 3-4%. The EBIT margin from operations is expected to slightly exceed the prior-year figure.

tesa is expected to generate sales growth of 2-4% and an operating EBIT margin close to the previous year's level.

Based on the forecasts for the two business segments, Beiersdorf expects Group sales to grow by 3-4% in 2016, with the EBIT margin from operations slightly up on the prior year.

The Beiersdorf Group's Performance in 2015 at a Glance

Group	2014	2015
Sales	€6.285 billion	€6.686 billion
Sales growth in % (organic)	4.7%	3.0%
Sales growth in % (nominal)	2.3%	6.4%
Operating result (EBIT)	€796 million	€962 million
Operating result (EBIT), excluding special factors	€61 million	€62 million
EBIT margin	12.7%	14.4%
EBIT margin, excluding special factors	13.7%	14.4%
Profit after tax	€537 million	€671 million
Profit after tax, excluding special factors	€81 million	€71 million
Return on sales after tax	8.5%	10.0%
Return on sales after tax, excluding special factors	9.2%	10.0%

Consumer	2014	2015
Sales	€5.209 billion	€5.546 billion
Sales growth in % (organic)	4.8%	3.6%
Sales growth in % (nominal)	2.1%	6.5%
Operating result (EBIT)	€613 million	€771 million
Operating result (EBIT), excluding special factors	€78 million	€71 million
EBIT margin	11.8%	13.9%
EBIT margin, excluding special factors	13.0%	13.9%

tesa	2014	2015
Sales	€1.076 billion	€1.140 billion
Sales growth in % (organic)	4.4%	0.4%
Sales growth in % (nominal)	3.6%	5.9%
Operating result (EBIT)	€183 million	€191 million
Operating result (EBIT), excluding special factors	€183 million	€191 million
EBIT margin	17.0%	16.8%
EBIT margin, excluding special factors	17.0%	16.8%

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 €6.7 billion in financial year 2015. 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, 2014.*

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