

Beiersdorf: Successful Business Year 2016 – Strong Growth in Fourth Quarter

- Organic Group sales increase by 3.2% (nominal 1.0%)
- Consumer achieves organic sales growth of 3.3% (nominal 1.1%)
- tesa increases sales by 2.6% (nominal 0.6%)
- EBIT guidance confirmed

Hamburg, January 17, 2017 – Beiersdorf AG, Hamburg, continued on its sustainable, profitable growth path in 2016. This was achieved under difficult political and economic conditions in some countries and a considerably tighter competitive situation. Organic Group sales increased by 3.2% in 2016, according to preliminary, unaudited figures. In nominal terms, sales rose by 1.0%, from €6.686 billion to €6.752 billion. Both business segments contributed to this success. The Consumer Business Segment increased its organic sales by 3.3%, while tesa achieved organic sales growth of 2.6%. Beiersdorf confirms the significant improvement in the consolidated EBIT margin compared to the previous year as forecast.

“2016 was another successful year for Beiersdorf. We continuously improved in the course of the year and delivered a strong fourth quarter. The sales increases and market shares achieved are proof of our high competitiveness, the strengths of our business model, and the attractiveness of our products and innovations. We look ahead to 2017 with cautious optimism,” said Stefan F. Heidenreich, CEO of Beiersdorf AG.

Consumer Business Segment

The Consumer Business Segment achieved organic sales growth of 3.3% in 2016. In nominal terms, sales were up 1.1%, from €5.546 billion in the previous year to €5.606 billion. Organic sales growth was generated in all regions. The three Beiersdorf core brands NIVEA, Eucerin, and La Prairie likewise contributed to the increase in sales.

tesa Business Segment

tesa reported organic sales growth of 2.6% in 2016. In nominal terms, sales increased by 0.6%, from €1.140 billion to €1.146 billion. tesa systematically improved its sales in the course of the year and closed 2016 overall successfully. Industrial business and business with consumers both contributed to the positive development of tesa’s business.

All figures for financial year 2016 are preliminary and still subject to audit. The final figures will be presented at the Annual Accounts Press Conference and the Financial Analyst Meeting in Hamburg on March 8, 2017.

Beiersdorf Group's Performance in 2016 at a Glance (preliminary, unaudited)

GROUP	2015	2016
Sales	€6.686 billion	€6.752 billion
Sales development (organic)	3.0%	3.2%
Sales development (nominal)	6.4%	1.0%

CONSUMER	2015	2016
Sales	€5.546 billion	€5.606 billion
Sales development (organic)	3.6%	3.3%
Sales development (nominal)	6.5%	1.1%

tesa	2015	2016
Sales	€1.140 billion	€1.146 billion
Sales development (organic)	0.4%	2.6%
Sales development (nominal)	5.9%	0.6%



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 fiscal 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 as umbrella brand in the categories Face Care, Body Care, and Hand Care; in retail value terms, 2015.*

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