

Beiersdorf: Successful Business Year 2018

- Group sales up 5.4% (nominal 2.5%)
- Consumer increases sales by 5.0% (nominal 1.6%)
- tesa achieves sales growth of 6.8% (nominal 6.8%)
- Group EBIT margin from ongoing operations on last year's level confirmed

Hamburg, January 17, 2019 – Beiersdorf AG, Hamburg, continued on its growth path in the 2018 financial year. According to preliminary, unaudited figures, organic Group sales rose by 5.4% in 2018. In nominal terms, sales were up by 2.5%, from €7.056 billion to €7.233 billion. Both business segments contributed to this result. Organic sales in the Consumer Business Segment rose by 5.0%, while tesa achieved organic sales growth of 6.8%. Overall, Beiersdorf's EBIT margin from ongoing operations will be on prior year's level.

"2018 was a solid year for Beiersdorf. We continued our growth path and achieved our targets. Both business segments – Consumer and tesa – contributed to the result of the business in 2018. On this foundation we will take further key strategic steps in 2019 to unlock Beiersdorf's future potential and to be able to further deliver a sustainable growth," said Stefan De Loecker, CEO of Beiersdorf AG.

Consumer Business Segment

The Consumer Business Segment generated organic sales growth of 5.0% in the financial year 2018. In nominal terms, sales were up 1.6%, from €5.799 billion in the previous year to €5.890 billion. Organic sales growth was generated in all regions. The Beiersdorf brands NIVEA, Eucerin and Aquaphor, and La Prairie contributed to the increase in sales.

tesa Business Segment

tesa achieved organic sales growth of 6.8% in 2018. In nominal terms, sales also increased by 6.8%, from €1.257 billion in the previous year to €1.343 billion. The positive effects from acquisitions were equalized by the negative foreign exchange rate effects. Both the industrial and consumer businesses contributed to the strong performance at tesa.

All figures for the financial year 2018 are preliminary and still subject to audit. The final figures for the year will be released at the Annual Press Conference and the Financial Analyst Meeting in Hamburg on February 27, 2019.

Beiersdorf Group's Performance in 2018 at a Glance (preliminary, unaudited)

GROUP	2017	2018
Sales	€7.056 billion	€7.233 billion
Sales growth (organic)	5.7%	5.4%
Sales growth (nominal)	4.5%	2.5%

CONSUMER	2017	2018
Sales	€5.799 billion	€5.890 billion
Sales growth (organic)	4.7%	5.0%
Sales growth (nominal)	3.4%	1.6%

tesa	2017	2018
Sales	€1.257 billion	€1.343 billion
Sales growth (organic)	10.6%	6.8%
Sales growth (nominal)	9.8%	6.8%

About Beiersdorf AG

Beiersdorf AG is a leading provider of innovative, high-quality skin care products and has over 135 years of experience in this market segment. The Hamburg-based company has about 19,000 employees worldwide and is listed on the DAX, the German benchmark equities index. Beiersdorf generated sales of €7.1 billion in financial year 2017. Its product portfolio comprises strong, international leading skin and body care brands including NIVEA - the world's largest skin care brand* - Eucerin, Hansaplast/Elastoplast, and La Prairie. Millions of people around the world choose these Beiersdorf brands every day for their innovative, high-quality products. Further renowned brands such as Labello, Aquaphor, Florena, 8x4, Hidrofugal, arix, SLEK, and Maestro round off the extensive portfolio. 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, 2017.

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