

# Beiersdorf delivers competitive growth in first year of C.A.R.E.+

- Group sales up 4.1% (nominal 5.8%)
- Consumer increases sales by 4.8% (nominal 6.5%)
- tesa achieves sales growth of 0.8% (nominal 2.7%)
- Consolidated Group EBIT margin from ongoing operations confirmed at around 14.5%

**Hamburg, January 16, 2020** – Beiersdorf AG, Hamburg, grew its sales in the 2019 financial year. According to preliminary, unaudited figures, Group sales rose organically by 4.1% in 2019. In nominal terms, sales were up by 5.8%, from €7,233 million to €7,653 million. The Consumer Business Segment had a strong contribution to this result by achieving organic sales growth of 4.8%. tesa achieved organic sales growth of 0.8% in a challenging market environment. Beiersdorf confirms guidance to generate a consolidated EBIT margin from ongoing operations of around 14.5%.

“In 2019, we proved our competitiveness in an increasingly challenging market environment that had a particular impact on tesa’s business. We delivered on our C.A.R.E.+ commitment by leveraging growth momentum, gaining market share, and strengthening our brand portfolio. Our achievements are the result of the consistent implementation of our C.A.R.E.+ strategy. Even though we expect headwinds in the 2020 financial year, we see good potential and opportunities which we will fully leverage with further investments. With C.A.R.E.+, we are on the right track and are looking forward to the fiscal year ahead with cautious optimism,” said Stefan De Loecker, Chairman of the Executive Board of Beiersdorf AG.

## Consumer Business Segment

The Consumer Business Segment generated organic sales growth of 4.8% during financial year 2019. Nominal sales totaled €6,274 million, an increase of 6.5% above the previous year’s total of €5,890 million. In addition to positive exchange rate effects, sales generated by the newly acquired Coppertone brand contributed to the gains in nominal sales, albeit in a limited way due to seasonal effects. Organic growth was achieved in all regions. Key drivers of the sales growth were the brands NIVEA, Eucerin, and Aquaphor as well as La Prairie.

## tesa Business Segment

In 2019, tesa achieved organic sales growth of 0.8% in a challenging market environment. Nominal sales increased by 2.7%, from €1,343 million in the previous year to €1,379 million. In particular the Trade Markets segment, which includes the retail consumer business, contributed to the business segment’s positive performance. Sales in the Direct Industries segment remained stable overall. The electronics business showed a clear positive performance in 2019. However, the automotive business had a weak sales performance in an uncertain market environment.

All figures for the financial year 2019 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 March 3<sup>rd</sup>, 2020.



## Beiersdorf Group's Performance in 2019 at a Glance (preliminary, unaudited)

GROUP	2018	2019
Sales	€7,233 million	€7,653 million
Sales growth (organic)	5.4%	4.1%
Sales growth (nominal)	2.5%	5.8%

CONSUMER	2018	2019
Sales	€5,890 million	€6,274 million
Sales growth (organic)	5.0%	4.8%
Sales growth (nominal)	1.6%	6.5%

tesa	2018	2019
Sales	€1,343 million	€1,379 million
Sales growth (organic)	6.8%	0.8%
Sales growth (nominal)	6.8%	2.7%

## 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 20,000 employees worldwide and is listed on the DAX, the German benchmark equities index. Beiersdorf generated sales of over €7.2 billion in financial year 2018. 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, Maestro, and Coppertone 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, 2018.

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