

Press Release

Beiersdorf Q1: Sales above market expectations - Guidance raised

- Q1: Organic Group sales of +12.2% above market expectations
- Sales guidance for Group and Consumer business segment raised
- Guidance for EBIT margin remains unchanged

Hamburg, April 5, 2023 - Beiersdorf AG got off to a successful start in financial year 2023. According to its provisional figures, Beiersdorf achieved a substantial organic Group sales increase of 12.2% (sales of €2,482 million) in the first quarter of 2023, above the current expectations of the capital market. Organic sales in the Consumer business segment increased by 14.8% year-on-year (sales of €2,057 million). The tesa business segment reported organic sales growth of 0.9% (sales of €425 million).

Vincent Warnery, CEO Beiersdorf: "Our strategy is working - we are extremely well-positioned. In the first quarter, in addition to the NIVEA business in Europe, our main growth and profitability drivers include the NIVEA business in Emerging Markets and our successful Derma business. This makes us more stable and able to withstand crises. We are therefore better able to compensate for volatility in individual areas."

As a result of the good business performance in the first quarter, Beiersdorf now expects organic sales growth in the mid- to high-single-digit range for both the Group and the Consumer Business Segment in fiscal year 2023 (previously: in the mid-single-digit range in each segment). Organic sales growth in the mid-single-digit range is still expected for the tesa Business Segment.

For EBIT margin, the previously published forecast for the full year 2023 remains unchanged. The consolidated EBIT margin excluding special factors will be slightly above the previous year's level (2022: 13.2%).

The quarterly statement for January to March 2023 will be released on April 26, 2023.

Contact

Corporate Communications
Anke Schmidt
Phone.: +49 40 4909-2001
Email: cc@beiersdorf.com

About Beiersdorf AG

Beiersdorf has stood for innovative, high-quality skin care products as well as pioneering skin research for 140 years. Leading international brands such as NIVEA, the world's no. 1 skin care brand*, Eucerin (dermocosmetics), La Prairie (selective cosmetics), and Hansaplast (plasters and wound care) are cherished by millions of people around the world day after day. Renowned brands such as Aquaphor, Coppertone, Chantecaille, Labello, 8x4, arix, Hidrofugal, Maestro, and Florena round off our extensive portfolio in the Consumer Business Segment. Through the wholly owned affiliate tesa SE, Beiersdorf is also a globally leading manufacturer of technical adhesive tapes and provides self-adhesive solutions to industry, craft businesses, and consumers.

The Hamburg-based company generated sales of €8.8 billion as well as an operating result (EBIT) of €1.2 billion in fiscal year 2022. Beiersdorf has more than 20,000 employees worldwide, who are connected by shared core values, a strong corporate culture and the Beiersdorf purpose Care Beyond Skin. With its [C.A.R.E.+](#) business strategy, the company pursues a multi-year investment program focusing on competitive, sustainable growth. The program is consistent with the ambitious [sustainability agenda](#), with which Beiersdorf is generating clear added value for consumers, society, and the environment.

* Source: Euromonitor International Limited; NIVEA by umbrella brand name in the categories Body Care, Face Care, and Hand Care; in retail value terms, 2021.

Additional information can be found at www.beiersdorf.com.

[Twitter](#)

[YouTube](#)

[LinkedIn](#)

[Xing](#)

Contact

Corporate Communications

Anke Schmidt

Phone.: +49 40 4909-2001

Email: cc@beiersdorf.com