

Press release

Beiersdorf proposes to increase dividend for fiscal year 2023 and announces share buyback program

- Proposed dividend of EUR 1.00 per share – increase of 30 Cents
- Up to EUR 500 million equivalent share buyback program
- Publication of 2023 results on February 29, 2024

Hamburg, February 5, 2024 – In light of the positive business development in recent years and the successful implementation of the strategy, the Executive Board and Supervisory Board of Beiersdorf AG have resolved to increase the dividend.

A dividend of EUR 1.00 per dividend-bearing share will be proposed to the Annual General Meeting on April 18, 2024 for fiscal year 2023. In previous financial years, the company had distributed a dividend of EUR 0.70 per dividend-bearing share. This corresponds to an increase of around 43% compared to the previous year.

At the same time, the Executive Board has resolved – with the approval of the Supervisory Board – to buy back shares in the Company in an amount of up to Euro 500 million. The share buyback program is expected to begin in May 2024 and to be completed by the end of 2024. The Company will announce further details on the share buyback program in accordance with the statutory provisions before the start of the share buyback program. Treasury shares held by the Company will be cancelled to the extent necessary to carry out the share buyback program.

Vincent Warnery, CEO of Beiersdorf: "Our proposed dividend is based on the positive business results of recent years. The significant increase reflects our confidence in the company's sustainable profitability. We are pleased to enable our shareholders to participate more strongly in Beiersdorf's profitable growth. The share buyback underlines our continued strong financial position. With this program, we are actively creating value for our shareholders and at the same time sending a clear signal to the capital market."

The publication of the financial figures for fiscal year 2023 will take place on February 29, 2024.

About Beiersdorf AG

Beiersdorf has stood for innovative, high-quality skin and body care products as well as pioneering skin research for more than 140 years. Leading international brands such as NIVEA, the world's no. 1 skin care brand*, Eucerin (dermocosmetics), La Prairie (selective cosmetics), and Hansaplast/Elastoplast (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 one of the world's leading manufacturers 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 in fiscal year 2022 as well as an operating result (EBIT) of €1.2 billion. Beiersdorf has more than 20,000 employees worldwide, who are connected by common values, a strong corporate culture, and the 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, 2022.

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

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