



**Capital  
Markets  
Day**

9june2022

**Oswald  
Barckhahn**



**EUROPE**

# NIVEA IS THE # 1 SKIN CARE BRAND IN EUROPE - WITH 52% PENETRATION\*

Leading Market  
Share

Highest  
Purchase &  
Loyalty\*\*

**NIVEA**  
*Crème*

170  
# 1 & 2 Positions  
(out of 200)\*\*\*

Highest  
Top of Mind  
Awareness\*\*

Sources: \*Europe according to Kantar (Austria, Belgium, Czech Republic, Denmark, France, Germany, Greece, Hungary, Ireland, Italy, Netherlands, Poland, Portugal, Romania, Russia, Slovakia, Sweden, UK) \*\* Beiersdorf Brand Health Tracking, \*\*\* Value market share (Nielsen), according to Beiersdorf market definition

# EUROPE REVAMPED STRATEGIC PRIORITIES TO ACCELERATE PROFITABLE GROWTH

Win in Face  
and total Skin  
Care

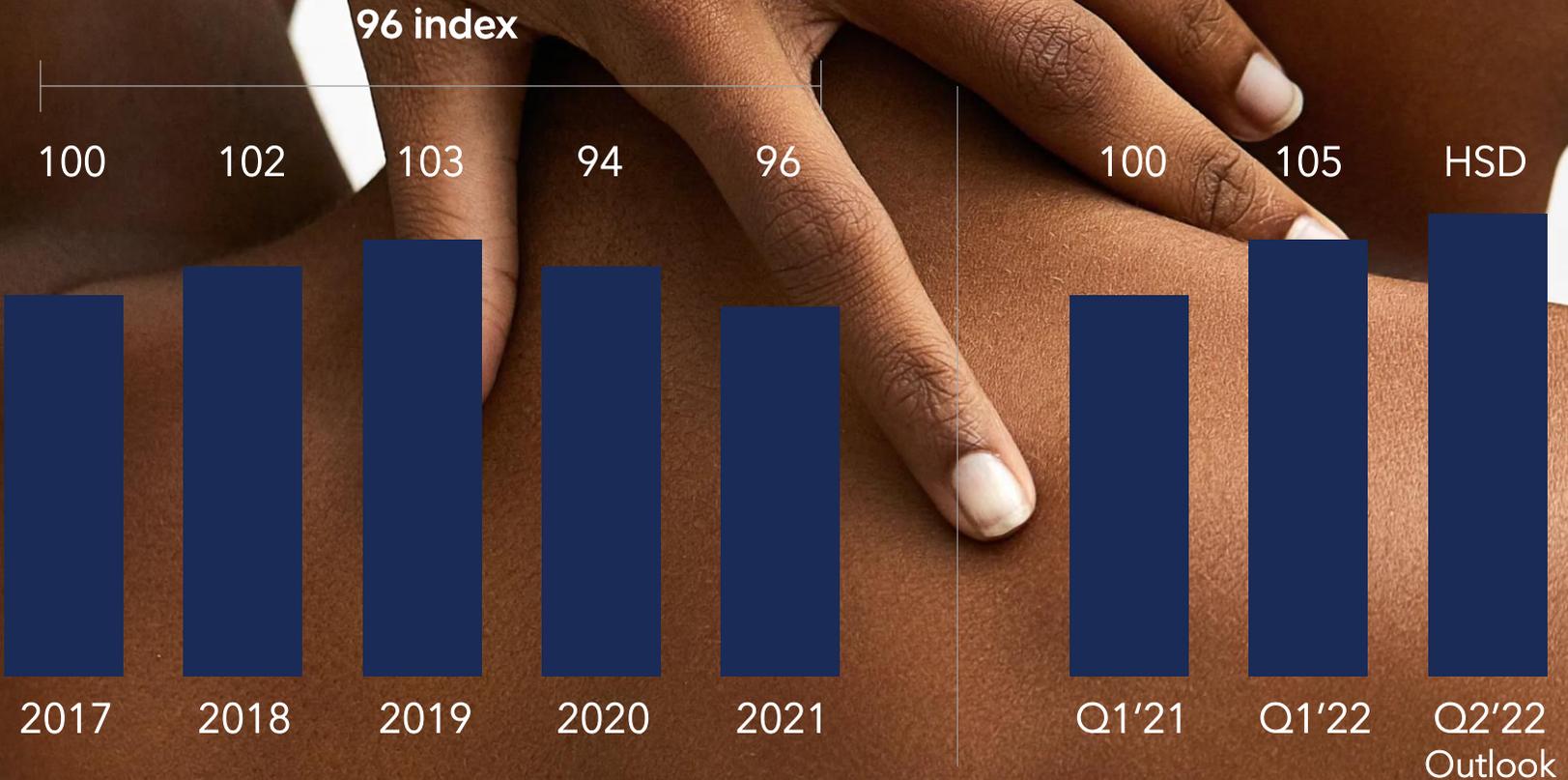
Revenue  
Growth  
Management  
& ROI

Re-Energize  
Core

Boost Digital  
& eCom

# BUSINESS ACCELERATING IN 2022

EUROPE NET SALES INDICES\* VS PRIOR YEAR



# NIVEA WINNING IN FACE CARE SINCE 2021

Win in Face and total Skin Care

## LEADING GROWTH

#1

Retail Growth Contributor in 2021  
10,5% YOY Growth for NIVEA

## PENETRATION INCREASE



In Largest NIVEA Markets

## NEW SEGMENT CREATION



NO.1  
SERUM  
IN EUROPE

Luminous at +50% Price Premium  
vs NIVEA Anti Age Average

Sources: Value market share (Nielsen), according to Beiersdorf market definition Europanel data, FY 2020 / 2021, total market health & beauty care, individual panel, Nielsen - Face Care Serum category for the 12-month period ending in february 2022 for europe total retail market

# BODY & ALL-PURPOSE CREAMS ACCELERATION PLAN WORKING IN 2022

Win in Face  
and total  
Skin Care

## BODY WITH BEST EVER MARKET SHARE

## REFRESHED ENGAGEMENT MODEL

## ALL PURPOSE CREAMS BACK TO GROWTH



**#1**  
Position

**3x the size of next  
Competitor**



**Precision Marketing  
Engine / TikTok**

**#1**  
Position



**+160 BPS vs. YA**

# NIVEA SUN IS READY FOR A GREAT SUMMER 2022

Win in Face  
and total  
Skin Care

STRONGEST SALES GROWTH  
SINCE 3 YEARS IN 2021

**+40%**

GAINING 2 NEW  
LEADING POSITIONS IN 2021

Gained #1 market position in  
Spain and France in 2021

Now Leading in 13 of top 15  
markets

BEST EVER MARKET  
SHARE IN Q1 2022

**#1**

2x the size of next  
competitor

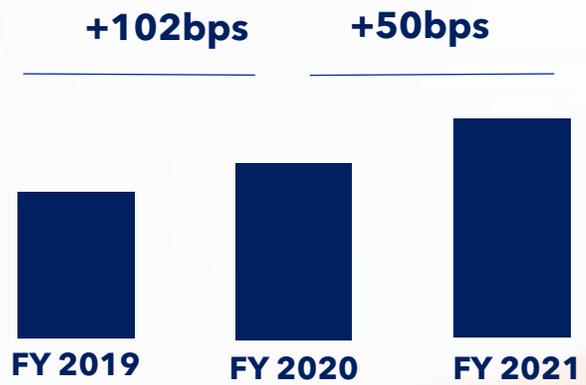
+260bps in Q1 vs YA



# NIVEA MEN EXPANDING #1 POSITION – LEADING GROWTH IN FACE ANTI AGE

Win in Face and total Skin Care

## GAINING SHARE FOR 3 YEARS



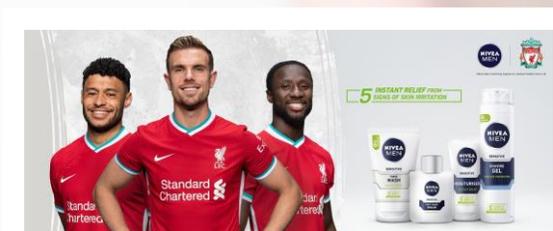
15% Points ahead of next competitor

## ANTI AGE GROWTH DRIVER



Anti Age Segment Sell-Out 2021 vs 2020

## LEVERAGING STRONG PARTNERSHIPS





# RE-IGNITED CORE GROWTH IN 2022

Re-Energize  
Core

## CORE PORTFOLIO FOCUS

50% of our Net Sales

Top SKU's with strongest rotation



## STRENGTHENED ACTIVATION

Consumer Engagement



Cross Category Activations



Broaden Distribution

## GROWING NS AGAIN YTD\*

+8%

# NAVIGATE INFLATION: RGM AND ROI DISCIPLINE TO PROTECT PROFIT

Revenue  
Growth  
Management  
& ROI

## PRICE REALIZATION

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List Price Increases

Acceleration of Profitable Mix

## NEXT LEVEL ROI OPTIMIZATION

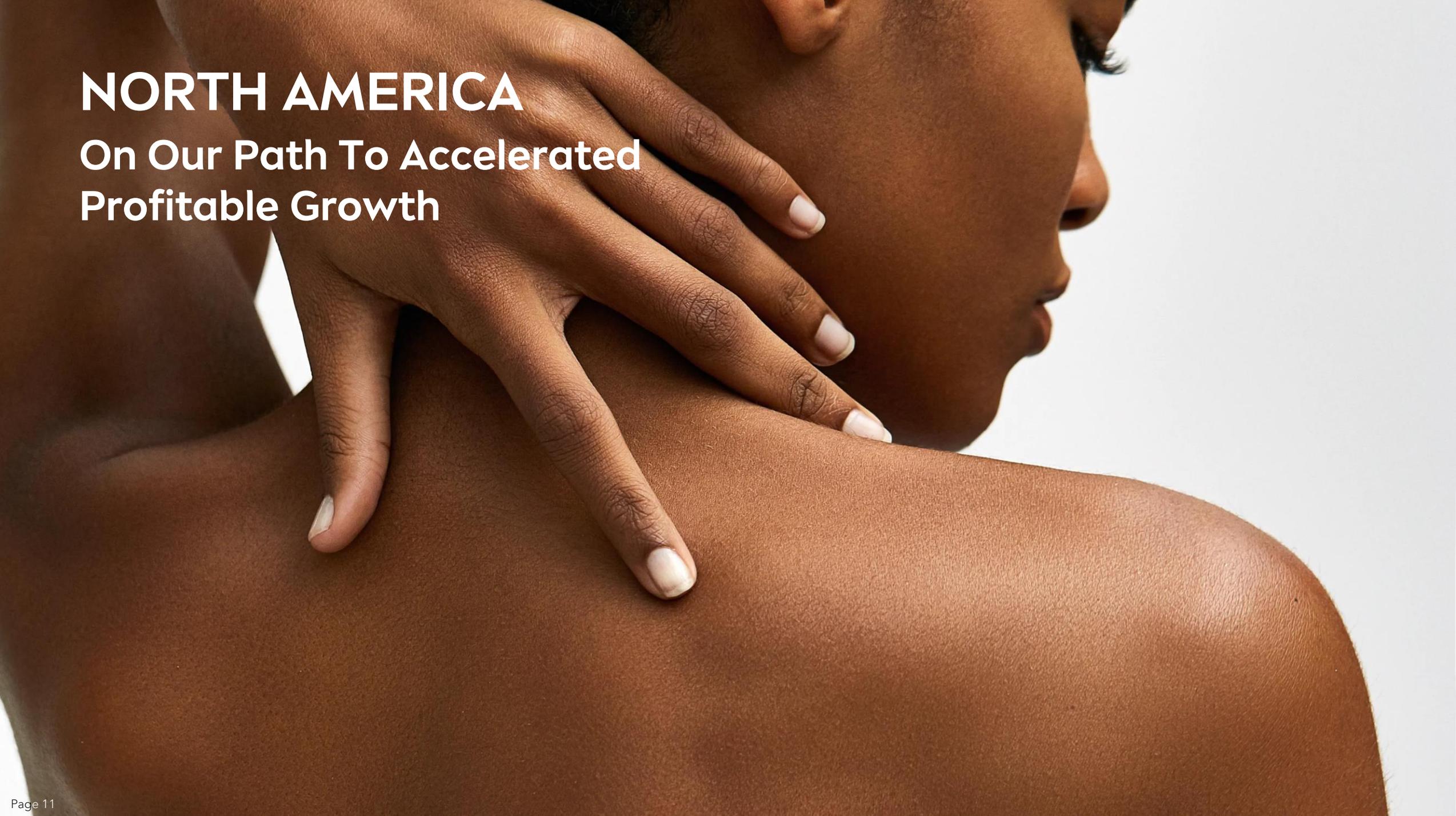
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Budget Austerity  
(excluding Marketing Budgets)

Promotional Spend Optimization

Introduction of Commercial Mix  
Modelling in Key Markets

Precision Marketing & In-Flight  
Media Optimization



# **NORTH AMERICA**

## **On Our Path To Accelerated Profitable Growth**



# NORTH AMERICA STRATEGIC PRIORITIES TO ACCELERATE PROFITABLE GROWTH

**Re-Focus and  
Accelerate  
Nivea**

**Broaden  
Derma  
Footprint**

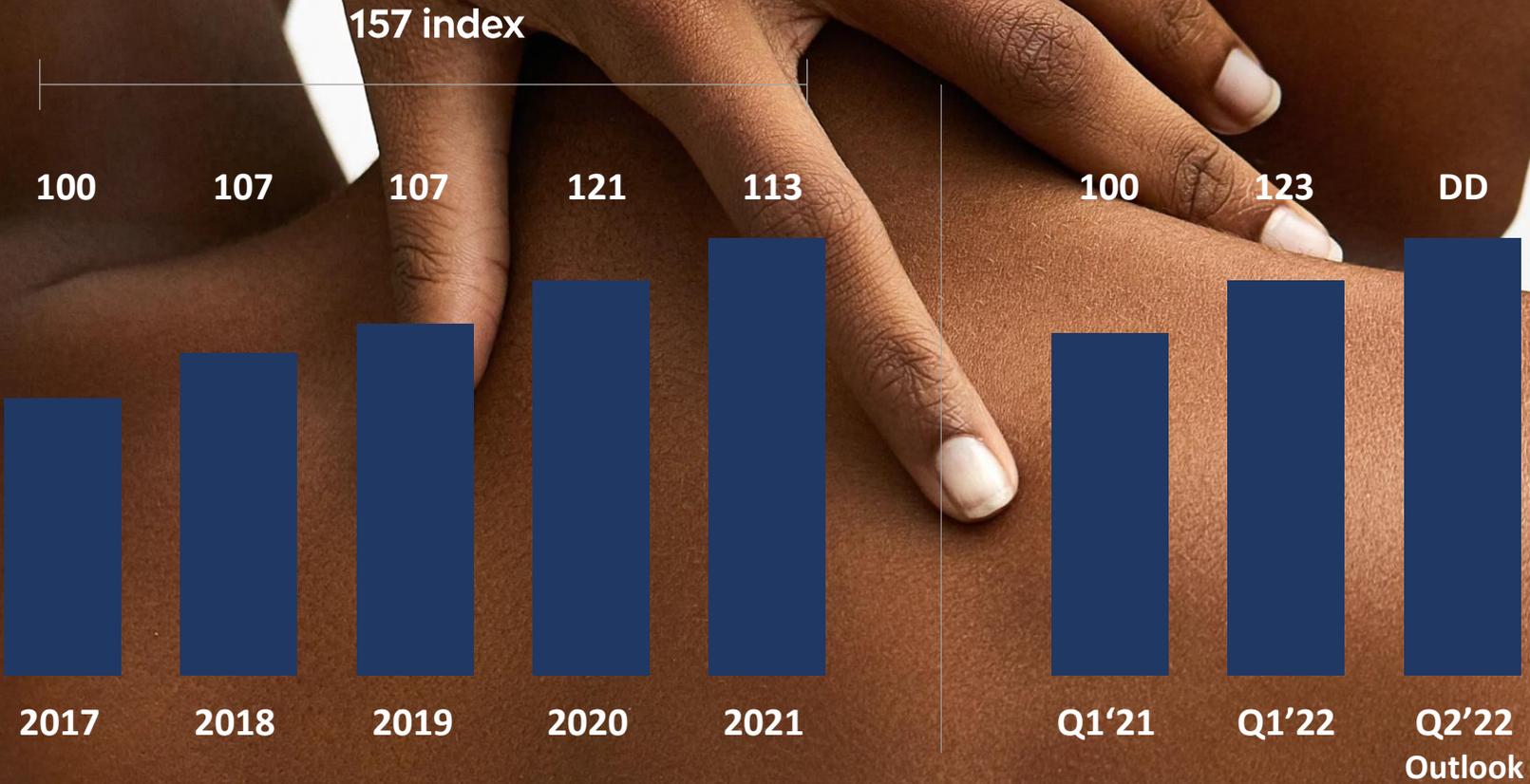
**Turnaround  
Coppertone**

**Revenue  
Growth  
Management  
& ROI**

# NORTH AMERICA BUSINESS

## SCALING UP AND ACCELERATING

NORTH AMERICA NET SALES INDICES VS PRIOR YEAR



# NIVEA: RENEWED FOCUS ON BODY AND MEN ACCELERATION PLAN WORKING IN 2022

Re-Focus  
and  
Accelerate  
Nivea

## BODY AND MEN

78% of Nivea Net Sales

# 3 Body  
(General Care)



# 5 Men  
(#1 Sensitive)



## STRENGTHENED ACTIVATION

Body: Targeted Campaigns for key Consumer Groups. Digital at Heart.



Men: Increased Focus on Sensitive & Leverage Real Madrid



Cross Category Grow from Core



## GROWING AGAIN YTD

+8%  
Net Sales\*

+138 bpts  
Market Share\*\*

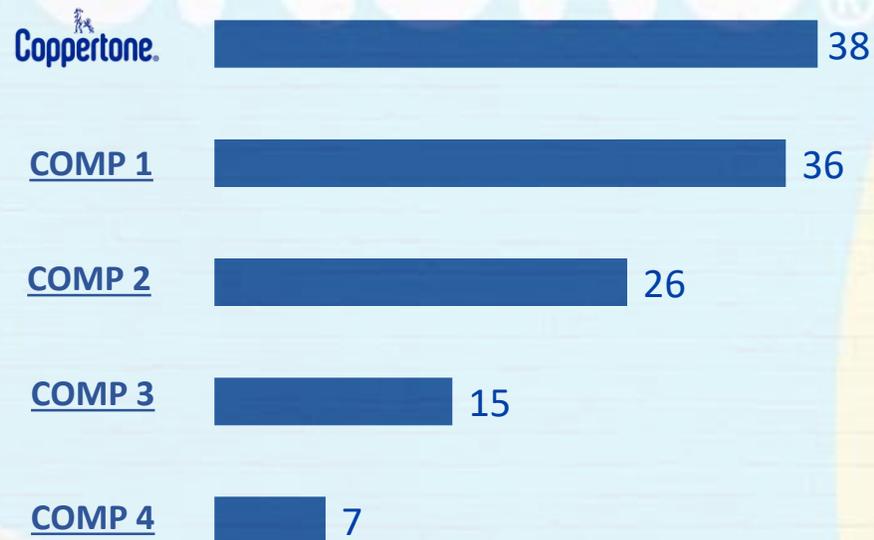
# Coppertone

## An Iconic American Classic

Turnaround  
Coppertone

### UNIVERSALLY KNOWN SUN BRAND

#### Unaided Brand Awareness



### MOST TRUSTED SUN BRAND IN AMERICA

#### Key Brand Equity Attributes

	Coppertone <sup>®</sup>	COMP 1	COMP 2
Brand I trust	51%	47%	47%
Provides unbeatable sun protection	46%	37%	42%
Excellent sun care for outdoor activities	54%	40%	51%
Good for the whole family	54%	42%	50%





# Coppertone Turnaround Working. Brand Back to Growth.

Turnaround  
Coppertone

## RELAUNCH

## INNOVATION

## BRILLIANT EXECUTION

## BACK TO GROWTH



**New Positioning,  
Packaging & Creative**



**Complete launch:  
Enter General  
Protection segment**



**More Distribution,  
Displays & Promotions.**



**Net Sales\*:**  
+23% '21\*  
+12% YTD

**Market Share:**  
2021: Up After 10  
Years of Decline.

# Derma: Strong Core Growth and Expanding into Sun White Spot in 2022

## GROW THE CORE

Outperforming Market in All Core Categories

+120 bpts YTD Market Share\*

+37% YTD Net Sales\*

## MEDICAL RECO FOCUS

>2x Derma detailing team size in 4 years



No.1 Dermatologist recommended in 6 skin indications



No.2 Dermatologist recommended for Eczema & Body Moisturizer

## WIN IN THERAPEUTIC WHITESPOTS

Eucerin Sun Launch With Encouraging First Results



+110 bpts L4W

# Navigate Inflation: RGM and ROI Discipline to Protect Profit

Revenue  
Growth  
Management  
& ROI

## PRICE REALIZATION

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**List Price Increases**

**Acceleration of  
Profitable Mix**

## NEXT LEVEL ROI OPTIMIZATION

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### **Budget Austerity**

(excluding Marketing Budgets and Strategic Investment)

**Promotional Spend optimization**

**Introduction of Commercial Mix  
Modelling in Key Markets**

**Precision Marketing & In-Flight  
Media Optimization**

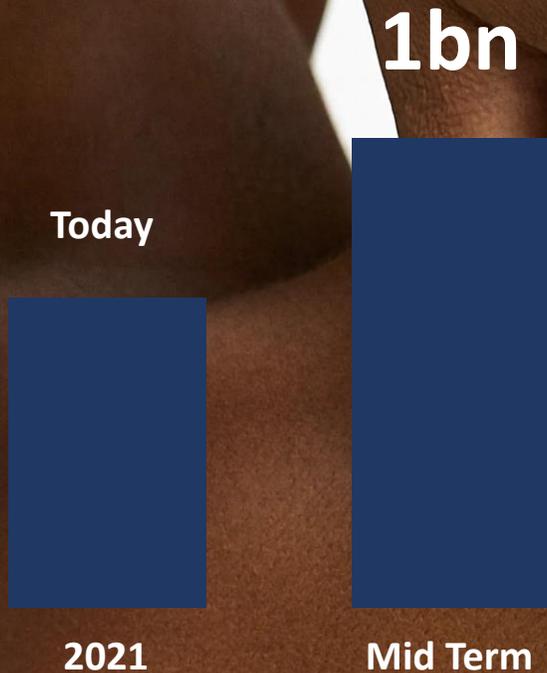
## PRODUCTIVITY

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**Shift Part of Coppertone  
Sourcing to Mexico**

# US BUSINESS

MID TERM AMBITION: BECOME OUR FIRST 1bn COUNTRY



- Strong Core Growth on Nivea and Derma
- Continue Coppertone Turnaround
- Enter New segment White Spaces to expand our Footprint and Scale
- Strong Revenue Growth Management & Productivity Agenda
- Invest to secure necessary capabilities, knowledge and infrastructure
- Consider M&A in the Mid Term



**THANK  
YOU**