

## Directors' Dealings

### Notification concerning transactions by persons performing managerial responsibilities pursuant to section 15a of the WpHG

Beiersdorf Aktiengesellschaft, Unnastraße 48, 20253 Hamburg

Transaction Place and Date	Notifying Party	Function	Title of the Security	Securities Identification Number	Type of Transaction	Number of Certificates	Price per Certificate €	Volume of Transaction €
February 15, 2013 Xetra, MTFs	Heidenreich, Ellen-Brigitta	Spouse of Executive Board Member	no-par value bearer shares	DE0005200000	Sale	103,185	65.8687	6,796,661.80