



Beiersdorf

HALF-YEAR REPORT 2018

August 7th, 2018





KEY FIGURES – GROUP

	Jan. – Jun. 2017	Jan. – Jun. 2018	Change	
	mill. €	mill. €	<i>nominal</i> in %	<i>organic</i> in %
Sales	3,513	3,613	2.8	7.7
EBIT	561	585		
Profit after Tax	396	407		
EBIT Margin	16.0%	16.2%		
Profit after Tax Margin	11.3%	11.3%		
Earnings per Share in €	1.71	1.76		

KEY FIGURES – tesa

	Jan. – Jun. 2017	Jan. – Jun. 2018	Change	
	mill. €	mill. €	<i>nominal</i> in %	<i>organic</i> in %
Sales	610	656	7.5	10.6
EBIT	110	113		
EBIT Margin	18.1%	17.3%		

ACQUISITIONS 2017 & 2018 – tesa

Target	Products	Segment	Consolidation	Sales
nie wieder bohren ag		Trade Markets (Consumer & Craftsmen)	H1 2017	
Twinlock		Direct Industries (Paper and Print)	H1 2018	
FormFormForm Ltd.		Trade Markets (Consumer & Craftsmen)	H2 2018	65 mill. € combined
Functional Coatings, Inc.		Direct Industries (Building and Construction)	H2 2018	

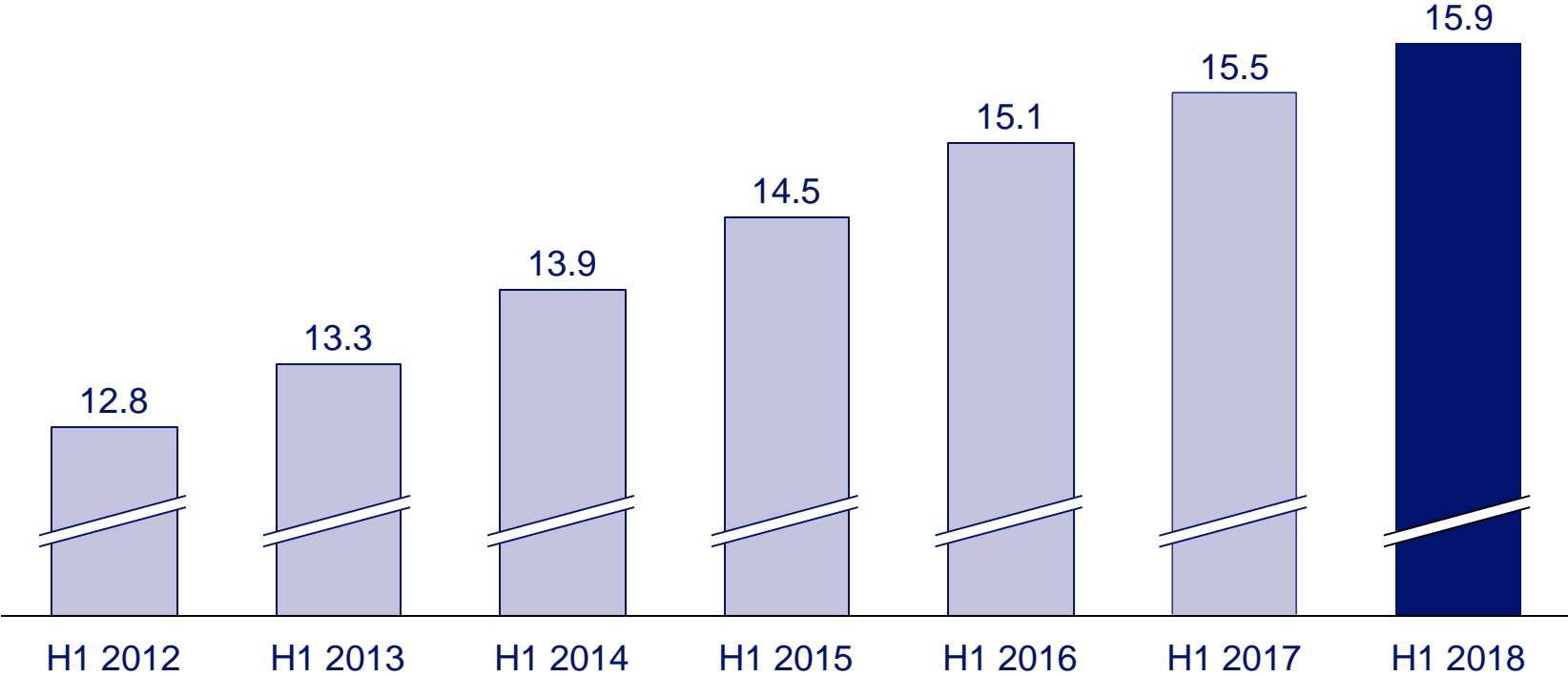
KEY FIGURES – CONSUMER

	Jan. – Jun. 2017	Jan. – Jun. 2018	Change	
	mill. €	mill. €	<i>nominal</i> in %	<i>organic</i> in %
Sales	2,903	2,957	1.9	7.0
EBIT	451	472		
EBIT Margin	15.5%	15.9%		

CONSUMER – PROFITABILITY

EBIT

In % of Consumer sales, excluding special factors



CONSUMER – BRANDS

NIVEA



+3.5%

DERMA



+9.5%

HEALTHCARE



+0.9%

LA PRAIRIE



+55.9%

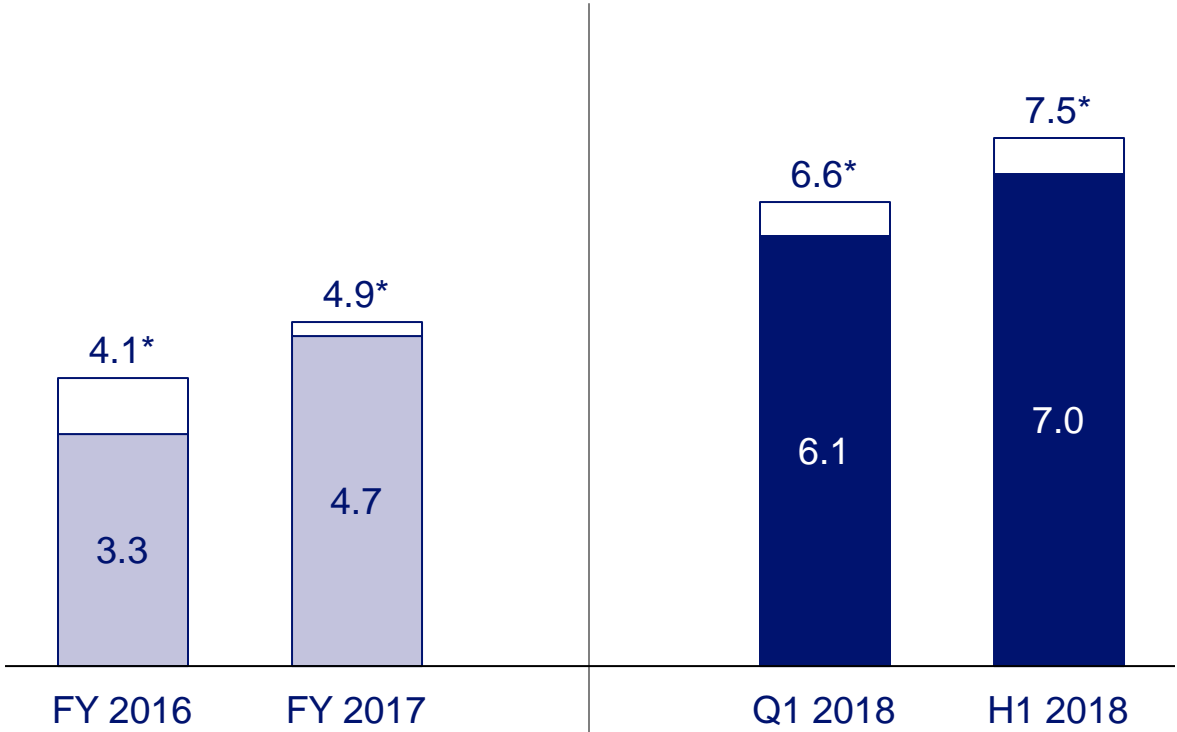
CONSUMER – REGIONS

	Jan. – Jun. 2017	Jan. – Jun. 2018	Change	
	mill. €	mill. €	<i>nominal</i> in %	<i>organic</i> in %
Europe	1,491	1,543	3.5	5.5
Western Europe	1,203	1,247	3.7	5.0
Eastern Europe	288	296	2.7	7.5
Americas	518	488	-5.8	4.5
North America	206	211	2.3	12.5
Latin America	312	277	-11.2	-0.7
Africa/Asia/Australia	894	926	3.6	11.2
Total Consumer	2,903	2,957	1.9	7.0

CONSUMER – GROWTH

GROWTH

Sales growth in %

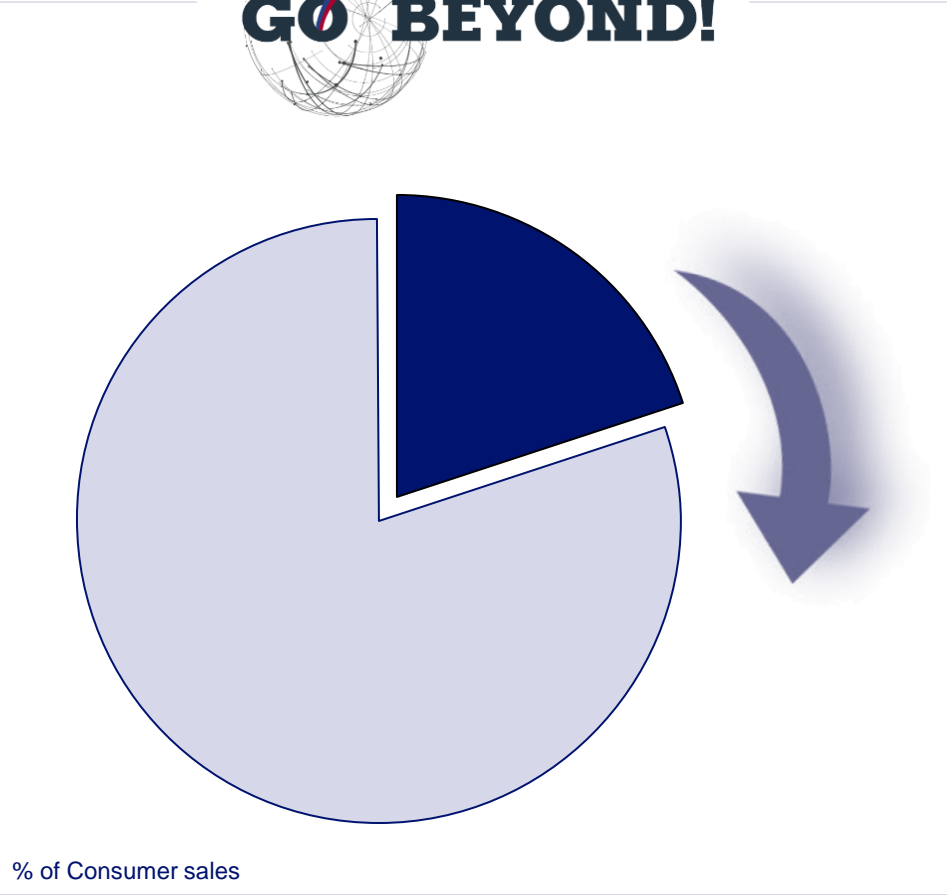
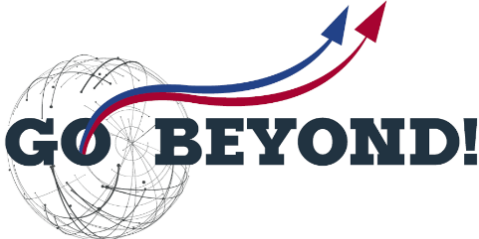


* Consumer organic sales growth if sales in Argentina had been calculated at constant FX rates

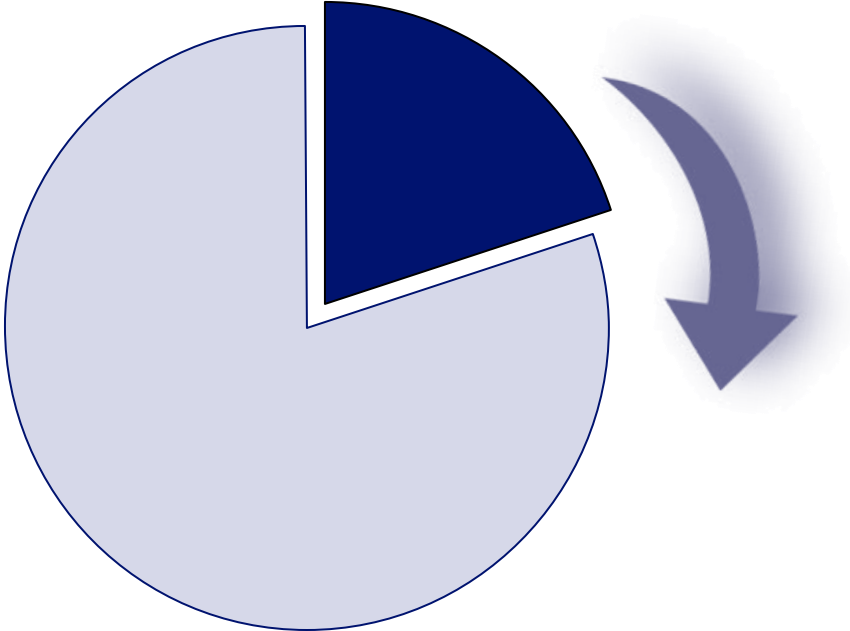
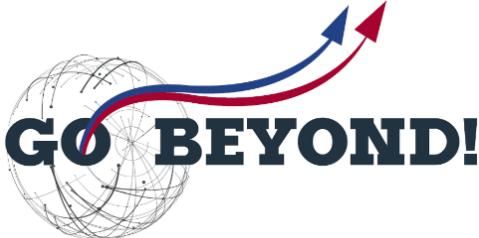
THE SUCCESS MODEL



BLUE & BEYOND



BLUE & BEYOND



% of Consumer sales

H1 2018
+23.2%

DIGITAL ACCELERATION

DIGITAL MARKETING



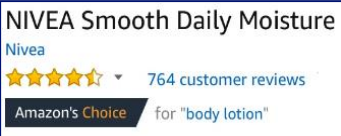
DIGITAL TECHNOLOGIES



R&D APPLICATIONS



E-COMMERCE



DIGITAL SKILLS



GUIDANCE 2018

Consumer

- Sales growth around 5%
- EBIT margin slightly above previous year



tesa

- Sales growth 5-6%
- EBIT margin slightly below previous year



Total Group

- Sales growth around 5%
- EBIT margin at the same level as previous year
- PAT margin significantly above previous year

FY 2017 data for reference:

- Consumer EBIT 15.2%
- tesa EBIT 16.5%
- Group EBIT 15.4%
- Group Profit After Tax Margin 9.8%

Note: Sales development on an organic basis – profit development on an operating basis, for tesa from ongoing operations

CONFERENCE CALL HALF-YEAR REPORT 2018

Questions and Answers

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