

# QUARTERLY STATEMENT JAN. - SEPT. 2021

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Hamburg, October 28th, 2021

# Beiersdorf



C.A.R.E.+

Win with  
**Skin Care**

Accelerate  
**Digital** Initiatives

Shaping a  
**Climate-Positive** Future

Driven by **Global  
Operating Model**

# SALES ABOVE PRE-COVID LEVELS



vs. 2020	+6.8%	+20.8%	+14.4%	+26.2%	+19.4%
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Consumer: **+10.4%** vs. 2020 / +1.4% vs. 2019

Group: **+12.0%** vs. 2020 / +3.6% vs. 2019

Organic sales development



C.A.R.E.+

WIN WITH SKIN CARE

## FOCUS ON FACE CARE



## Face Care

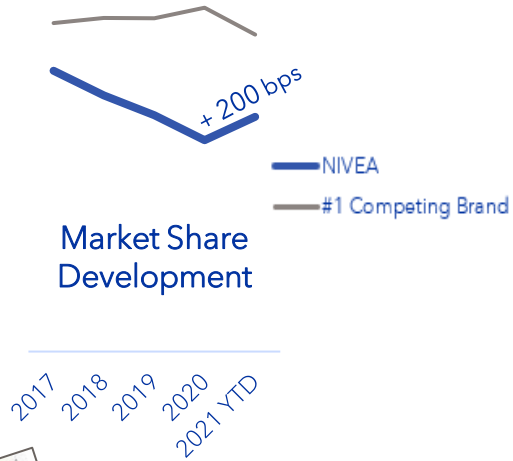
# +11.5%

sales growth vs 2019\*

**Winning** market shares with **NIVEA** in **2/3** of markets

# OUTPERFORMING IN FACE CARE

France



Germany

LUMINOUS630 SERUM # 1 seller face care anti-age



>80% of market growth in face care anti-age



# ENTERING THE POST-ACNE MARKET

- **Innovation** remains the key growth driver
- **Thiamidol** range growing by **>50%**
- **95%** confirm: Finally **beats post-acne marks\***



\*Product in use study with 100 volunteers, 8 weeks of regular usage twice a day.

# EUCERIN SUN U.S. LAUNCH

- Eucerin to enter the **U.S. Sun Care market**
- Leveraging **Coppertone Know-How**
- Sun protection plus **Skin Care benefits**





SUCCESS IN  
**LATAM**

**+21.7%**

sales growth vs 2020\*

**+27.6%**

sales growth vs 2019\*

\* Consumer business





WIN WITH SKIN CARE

# SUCCESS IN LATAM - KEY DRIVERS

- Reinforcing **#1 in Skin Care**
- Accelerating growth in **E-Com**
- Leveraging potential in **Brazil**



**#1 Sun/Face/Body/Lip**



**+77%**

sales growth vs 2020



Derma:  
**#1 brand in anti-pigment  
- national expansion**

NIVEA:  
**Record market share**

## SUCCESS IN LATAM - SUPPLY CHAIN



Around **90% of LATAM product sourcing** comes from **within the region**

**Significant investment** to support **growth**



**Value Management** to drive **efficiencies**

**PERSONALIZED SUPERIOR  
SKIN CARE SOLUTIONS  
FOR EVERYONE**



PERSONALIZED SUPERIOR SKIN CARE SOLUTIONS FOR EVERYONE

# SUN PROTECTION VIA DYNAMIC CONTENT OPTIMIZATION



**100%** targeted educational content

Dynamic messaging based on data reached **>16 million** consumers

Significant **market share gains**



PERSONALIZED SUPERIOR SKIN CARE SOLUTIONS FOR EVERYONE

## CONSUMER-LED INNOVATION

- **Tailored product solutions** through local strategic partnerships
- Precise **market analysis** & real-time **consumer insights**
- C2B **co-creation** & **agile** product development



TMALL INNOVATION CENTER



# E-COMMERCE ACCELERATING ACROSS ALL BRANDS

E-Commerce YTD Growth



**+36%**



**+53%**



**+24%**



**+63%**

# FOR A CLIMATE POSITIVE FUTURE

## AGGRESSIVE CO<sub>2</sub> REDUCTION



**>90%** of PET bottles in Europe made from recycled plastic



Face Cleanser with **Zero Plastic** packaging



**100%** of folding boxes FSC certified



**100%** of palm (kernel) oil based ingredients responsibly sourced



**1<sup>st</sup>** aerosol can made from **100%** recycled Aluminum



**1<sup>st</sup>** climate neutral production site in Berlin from 2022



**100%** of global electricity consumption from **renewable sources**

# FOR A CLIMATE POSITIVE FUTURE

**NEXT LEVEL**

**NIVEA & Eucerin  
BRING CLIMATE CARE TO  
SKINCARE IN 2022\***

- 
 Ambitious, **absolute CO2 reduction target** across entire value chain  
Scope 1, 2 and 3
- 
 Targets in line with latest **Climate Science**, approved by Science-based Targets Initiative
- 
**Product Transformation** at the center of climate strategy

Support of  
**Natural CO2 Absorption**  
independently certified





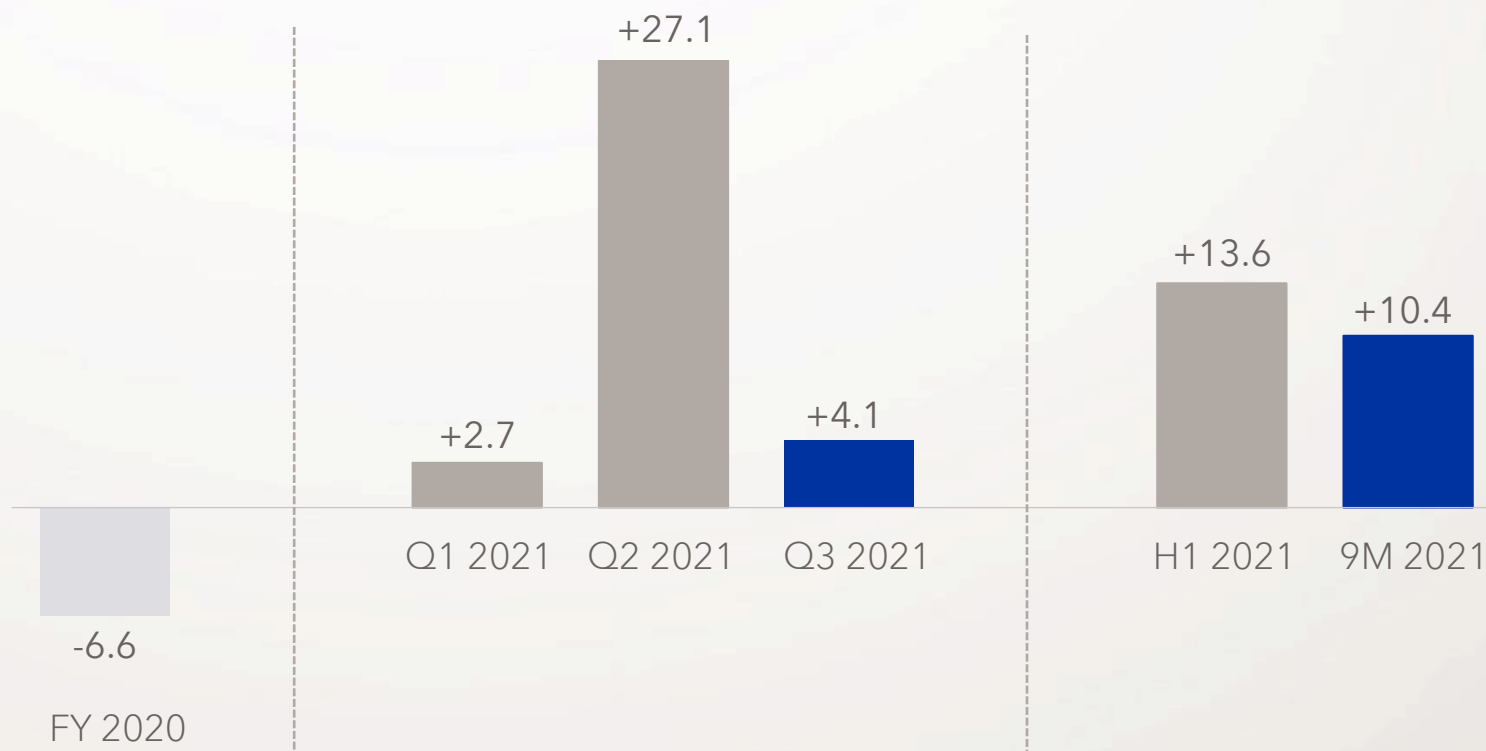
9M 2021  
**FINANCIALS**

ASTRID  
HERMANN

	Sales Jan. - Sept. 2020	Sales Jan. - Sept 2021	Change	
	Mil. €	Mil. €	Nominal	Organic
CONSUMER	4,267	4,606	+8.0%	+10.4%
TESA	974	1,153	+18.4%	+19.4%
<b>GROUP</b>	5,241	5,759	+9.9%	<b>+12.0%</b>

# CONSUMER

Organic sales growth in %



CONSUMER  
BRANDS

NIVEA



DERMA



HEALTHCARE



LA PRAIRIE



**Q3 2021**

+2.6%

+18.2%

+10.4%

+2.0%

**9M 2021**

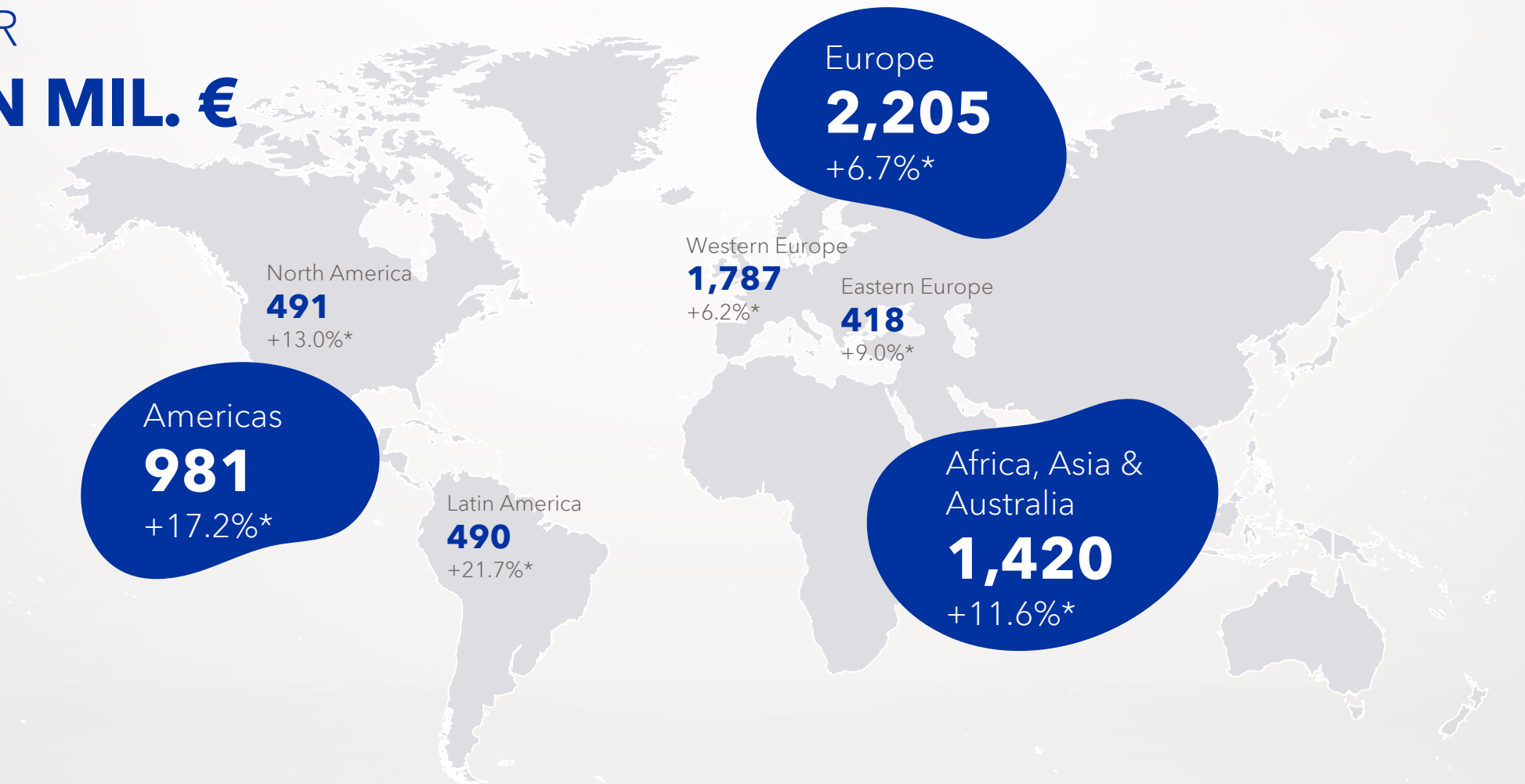
+6.8%

+20.8%

+14.4%

+26.2%

# CONSUMER SALES IN MIL. €



\* Organic growth

Organic growth 9M 2021 in %



**+11.8%**

TRADE MARKETS

Consumer & craftsmen |  
General industrial markets

TESA TOTAL

**+19.4%**

Q3: +4.6%

**+24.7%**

DIRECT INDUSTRIES

Automotive | Electrical  
systems | Electronics |  
Direct growth markets

# GUIDANCE FY 2021

## Consumer

- Organic sales growth 7-9%
  - EBIT margin at previous year's level
- 

## tesa

- Organic sales growth 11-13%
  - EBIT margin above previous year's level
- 

## 2020 data for reference (excluding special factors):

- Consumer EBIT **12.3%**
- tesa EBIT **15.4%**
- Group EBIT **12.9%**
- Group Profit After Tax Margin **9.1%**



## Total Group

- Organic sales growth 8-10%
- EBIT margin at previous year's level



Note: Sales development is on an organic basis - profit development is based on ongoing operations

# OUTLOOK 2022

## Consumer Sales Growth

- Innovation in Skin Care
  - Recovery in Travel Retail & Sun Care
  - Growth above market expected
- 

## tesa Sales Growth

- Electronics remains growth driver
  - Re-accelerated automotive business
- 

## Group EBIT Development

- Input cost inflation offset by Pricing + Mix + Efficiencies
  - Targeting slight EBIT margin growth
-





**Q&A**