

Annual General Meeting 2025

Overview of the disclosures in accordance with § 125 *AktG* in connection with Article 4 and Annex Table 3 of the Commission Implementing Regulation (EU) 2018/1212 (“EU IR”)

A. Specification of the message

1. Unique identifier of the event:
Beiersdorf_AGM_2025
2. Type of message:
Notice convening the Annual General Meeting
(formal specification according to EU-IR: NEWM)

B. Specification of the issuer

1. ISIN:
DE0005200000
2. Name of the issuer:
Beiersdorf Aktiengesellschaft

C. Information about the Annual General Meeting

1. Date of the General Meeting:
17 April 2025
(formal specification according to EU-IR: 20250417)
2. Time of the General Meeting:
10:30 hrs CEST
(formal specification according to EU-IR: 08:30 UTC)
3. Type of the General Meeting:
Ordinary virtual Annual General Meeting without the physical presence of shareholders or their representatives
(formal specification according to EU-IR: GMET)
4. Location of the General Meeting: URL of the virtual Annual General Meeting:
www.beiersdorf.com/annual_general_meeting
Location of the General Meeting within the meaning of *AktG*: Beiersdorfstraße 5, 22529 Hamburg
(formal specification according to EU-IR: www.beiersdorf.com/annual_general_meeting)
5. Record Date:
26 March 2025, 24:00 hrs CET
(formal specification according to EU-IR: 20250326; 23:00 UTC)
6. Uniform Resource Locator (URL):
www.beiersdorf.com/annual_general_meeting

D. Participation in the General Meeting

1. Method of participation by shareholder:

Connection and attendance by means of electronic communication via the annual general meeting system accessible at www.beiersdorf.com/annual_general_meeting.

Exercise of voting rights by postal voting (including by means of electronic communication) or by granting proxy authorization

Exercise of voting rights by issuing a binding proxy and voting instructions to the voting representative appointed by the company

(formal specification according to EU-IR: VI, EV, PX)

2. Issuer deadline for the notification of participation:

Registration for general meeting until 10 April 2025, 24:00 hrs (CEST) (time of receipt is decisive)

(formal specification according to EU-IR: 20250410; 22:00 UTC)

3. Issuer deadline for voting:

Exercise of voting rights via postal vote, granting proxy authorization or issuing a binding proxy and voting instructions to the voting representative appointed by the company

- by postal mail email or telefax: 15 April 2025, 24:00 hrs (CEST) (time of receipt is decisive)

(formal specification according to EU-IR: 20250415; 22:00 UTC)

- electronically via the annual general meeting system accessible at www.beiersdorf.com/annual_general_meeting: until the voting on the agenda items at the Annual General Meeting is closed by the chair of the virtual Annual General Meeting on 17 April 2025

(formal specification according to EU-IR: 20250417; until the voting is closed by the chair of the virtual Annual General Meeting)

E. Agenda

Agenda item 1

1. Unique identifier of the agenda item: 1

- #### 2. Title of the agenda item: Presentation of the adopted annual financial statements of Beiersdorf Aktiengesellschaft and the approved consolidated financial statements together with the combined management report of Beiersdorf Aktiengesellschaft and the Group for fiscal year 2024, the report by the Supervisory Board, and the explanatory report by the Executive Board on the information provided in accordance with §§ 289a, 315a *Handelsgesetzbuch* (German Commercial Code, *HGB*)

3. Uniform Resource Locator (URL) of the materials:

www.beiersdorf.com/annual_general_meeting

4. Vote: none

5. Alternative voting options: none

Agenda item 2

1. Unique identifier of the agenda item: 2
2. Title of the agenda item: Resolution on the utilization of the net retained profits
3. Uniform Resource Locator (URL) of the materials:
www.beiersdorf.com/annual_general_meeting
4. Vote: binding vote (formal specification according to EU-IR: BV)
5. Alternative voting options: Vote in favour, Vote against, Abstention (formal specification according to EU-IR: VF; VA; AB)

Agenda item 3

1. Unique identifier of the agenda item: 3
2. Title of the agenda item: Resolution on the official approval of the actions of the members of the Executive Board
3. Uniform Resource Locator (URL) of the materials:
www.beiersdorf.com/annual_general_meeting
4. Vote: binding vote (formal specification according to EU-IR: BV)
5. Alternative voting options: Vote in favour, Vote against, Abstention (formal specification according to EU-IR: VF; VA; AB)

Agenda item 4

1. Unique identifier of the agenda item: 4
2. Title of the agenda item: Resolution on the official approval of the actions of the members of the Supervisory Board
3. Uniform Resource Locator (URL) of the materials:
www.beiersdorf.com/annual_general_meeting
4. Vote: binding vote (formal specification according to EU-IR: BV)
5. Alternative voting options: Vote in favour, Vote against, Abstention (formal specification according to EU-IR: VF; VA; AB)

Agenda item 5a

1. Unique identifier of the agenda item: 5a
2. Title of the agenda item: Election of the auditors for the 2025 financial year and the auditors for a possible auditor's review of the half-year financial statements for the 2025 financial year
3. Uniform Resource Locator (URL) of the materials:
www.beiersdorf.com/annual_general_meeting
4. Vote: binding vote (formal specification according to EU-IR: BV)
5. Alternative voting options: Vote in favour, Vote against, Abstention (formal specification according to EU-IR: VF; VA; AB)

Agenda item 5b

1. Unique identifier of the agenda item: 5b
2. Title of the agenda item: Election of the auditors of the sustainability reporting for the 2025 financial year
3. Uniform Resource Locator (URL) of the materials:

www.beiersdorf.com/annual_general_meeting

4. Vote: binding vote (formal specification according to EU-IR: BV)
5. Alternative voting options: Vote in favour, Vote against, Abstention (formal specification according to EU-IR: VF; VA; AB)

Agenda item 6

1. Unique identifier of the agenda item: 6
2. Title of the agenda item: Resolution on the approval of the remuneration report for fiscal year 2024, prepared and audited in accordance with § 162 *Aktiengesetz* (German Stock Corporation Act, *AktG*)
3. Uniform Resource Locator (URL) of the materials:
www.beiersdorf.com/annual_general_meeting
4. Vote: recommending vote (formal specification according to EU-IR: AV)
5. Alternative voting options: Vote in favour, Vote against, Abstention (formal specification according to EU-IR: VF; VA; AB)

Agenda item 7

1. Unique identifier of the agenda item: 7
2. Title of the agenda item: Resolution on the approval of the remuneration system for the members of the Executive Board
3. Uniform Resource Locator (URL) of the materials:
www.beiersdorf.com/annual_general_meeting
4. Vote: recommending vote (formal specification according to EU-IR: AV)
5. Alternative voting options: Vote in favour, Vote against, Abstention (formal specification according to EU-IR: VF; VA; AB)

Agenda item 8

1. Unique identifier of the agenda item: 8
2. Title of the agenda item: Resolution on the remuneration of the members of the Supervisory Board
3. Uniform Resource Locator (URL) of the materials:
www.beiersdorf.com/annual_general_meeting
4. Vote: recommending vote (formal specification according to EU-IR: AV)
5. Alternative voting options: Vote in favour, Vote against, Abstention (formal specification according to EU-IR: VF; VA; AB)

Agenda item 9

1. Unique identifier of the agenda item: 9
2. Title of the agenda item: Resolution on the cancelation of the existing Authorized Capital I in accordance with § 5 (2) of the Articles of Association, and on the creation of a new Authorized Capital I; amendment to the Articles of Association
3. Uniform Resource Locator (URL) of the materials:
www.beiersdorf.com/annual_general_meeting
4. Vote: binding vote (formal specification according to EU-IR: BV)
5. Alternative voting options: Vote in favour, Vote against, Abstention (formal specification according to EU-IR: VF; VA; AB)

Agenda item 10

1. Unique identifier of the agenda item: 10
2. Title of the agenda item: Resolution on the cancelation of the existing Authorized Capital II in accordance with § 5 (3) of the Articles of Association, and on the creation of a new Authorized Capital II; amendment to the Articles of Association
3. Uniform Resource Locator (URL) of the materials:
www.beiersdorf.com/annual_general_meeting
4. Vote: binding vote (formal specification according to EU-IR: BV)
5. Alternative voting options: Vote in favour, Vote against, Abstention (formal specification according to EU-IR: VF; VA; AB)

Agenda item 11

1. Unique identifier of the agenda item: 11
2. Title of the agenda item: Resolution on the cancelation of the existing Authorized Capital III in accordance with § 5 (4) of the Articles of Association, and on the creation of a new Authorized Capital III; amendment to the Articles of Association
3. Uniform Resource Locator (URL) of the materials:
www.beiersdorf.com/annual_general_meeting
4. Vote: binding vote (formal specification according to EU-IR: BV)
5. Alternative voting options: Vote in favour, Vote against, Abstention (formal specification according to EU-IR: VF; VA; AB)

Agenda item 12

1. Unique identifier of the agenda item: 12
2. Title of the agenda item: Resolution on the cancelation of the existing authorization to issue convertible bonds and/or bonds with warrants and of the existing contingent capital in accordance with § 5 (5) of the Articles of Association, and on the renewed authorization to issue convertible bonds and/or bonds with warrants and the creation of new contingent capital; amendment to the Articles of Association
3. Uniform Resource Locator (URL) of the materials:
www.beiersdorf.com/annual_general_meeting
4. Vote: binding vote (formal specification according to EU-IR: BV)
5. Alternative voting options: Vote in favour, Vote against, Abstention (formal specification according to EU-IR: VF; VA; AB)

Agenda item 13

1. Unique identifier of the agenda item: 13
2. Title of the agenda item: Resolution on the authorization to purchase and utilize own shares
3. Uniform Resource Locator (URL) of the materials:
www.beiersdorf.com/annual_general_meeting
4. Vote: binding vote (formal specification according to EU-IR: BV)
5. Alternative voting options: Vote in favour, Vote against, Abstention (formal specification according to EU-IR: VF; VA; AB)

Agenda item 14

1. Unique identifier of the agenda item: 14
2. Title of the agenda item: Resolution on amendment of the Articles of Association in connection with the holding of virtual Annual General Meetings
3. Uniform Resource Locator (URL) of the materials:
www.beiersdorf.com/annual_general_meeting
4. Vote: binding vote (formal specification according to EU-IR: BV)
5. Alternative voting options: Vote in favour, Vote against, Abstention (formal specification according to EU-IR: VF; VA; AB)

F. Specification of the deadlines regarding the exercise of other shareholders rights

Shareholder right – Motions to add items to the agenda in accordance with § 122 (2) *AktG*

1. Object of deadline: Submission of motions to add items to the agenda
2. Applicable issuer deadline: 17 March 2025, 24:00 hrs (CET) (time of receipt is decisive) (formal specification according to EU-IR: 20250317; 23:00 UTC)

Shareholder right – Counterproposals in accordance with § 126 (1) *AktG*

1. Object of deadline: Submission of counterproposals to the resolutions proposed by the Executive Board and Supervisory Board on the items on the agenda which have to be made available to the shareholders prior to the Annual General Meeting
2. Applicable issuer deadline: 2 April 2025, 24:00 hrs (CEST) (time of receipt is decisive) (formal specification according to EU-IR: 20250402; 22:00 UTC)

Shareholder right – Proposals for elections in accordance with § 127 *AktG*

1. Object of deadline: Submission of proposals for elections in respect of candidates for Supervisory Board elections or the selection of the auditor which have to be made available to the shareholders prior to the Annual General Meeting
2. Applicable issuer deadline: 2 April 2025, 24:00 hrs (CEST) (time of receipt is decisive) (formal specification according to EU-IR: 20250402; 22:00 UTC)

Shareholder right – Statements in accordance with § 130a (1) to (4) *AktG*

1. Object of deadline: Submission of statements relating to items on the agenda by means of electronic communication via the annual general meeting system
2. Applicable issuer deadline: 11 April 2025, 24:00 hrs (CEST) (time of receipt is decisive) (formal specification according to EU-IR: 20250411; 22:00 UTC)

Shareholder right – Right to speak in accordance with § 130a (5) and (6) *AktG*

1. Object of deadline: Right to speak in the in the Annual General Meeting by means of video communication via the annual general meeting system, including the right to propose motions and proposals for elections pursuant to § 118a (1) sentence 2 no. 3 *AktG*, as well as the right to request information pursuant to section 131 (1) *AktG*
2. Applicable issuer deadline: On 17 April 2025, during the Annual General Meeting as determined by the chair of the virtual Annual General Meeting

(formal specification according to EU-IR: 20250417; during the Annual General Meeting as determined by the chair of the virtual Annual General Meeting)

Shareholder rights - right to request information in accordance with § 131 (1) *AktG*

1. Object of the deadline: Right to request information at the Annual General Meeting by way of video communication via the annual general meeting system
2. Applicable issuer deadline: On 17 April 2025 during the Annual General Meeting as determined by the chair of the Annual General Meeting
(formal specification according to EU-IR: 20250417; during the Annual General Meeting as determined by the chair of the Annual General Meeting)

Shareholder right – Request in accordance with § 131 (4) sentences 1, 2 *AktG*

1. Object of deadline: Submission of requests pursuant to § 131 (4) sentences 1 and 2 *AktG* by way of electronic communication via the General Meeting system to provide information in the Annual General Meeting which has been given to a shareholder because of his/her capacity as a shareholder outside the Annual General Meeting
2. Applicable issuer deadline: On 17 April 2025, during the Annual General Meeting as determined by the chair of the virtual Annual General Meeting
(formal specification according to EU-IR: 202504187; during the Annual General Meeting as determined by the chair of the virtual Annual General Meeting)

Shareholder right – Request in accordance with § 131 (5) sentences 1, 2 *AktG*

1. Object of deadline: Submission of requests pursuant to § 131 (5) sentences 1 and 2 *AktG*, to include in the record questions posed by a shareholder in response to which information was (allegedly) refused, and the reason for the refusal, by way of electronic communication via the annual general meeting system
2. Applicable issuer deadline: On 17 April 2025 from opening of the Annual General Meeting until closing of the meeting by the chair of the virtual Annual General Meeting
(formal specification according to EU-IR: 20250417; from opening of the Annual General Meeting until closing of the meeting by the chair of the virtual Annual General Meeting)

Shareholder right – Objections for the record in accordance with § 118a (1) sentence 2 no. 8 *AktG*

1. Object of deadline: Submission of objections to resolutions of the Annual General Meeting by means of electronic communication via the annual general meeting system
2. Applicable issuer deadline: On 17 April 2025 from opening of the Annual General Meeting until closing of the meeting by the chair of the virtual Annual General Meeting
(formal specification according to EU-IR: 20250417; from opening of the Annual General Meeting until closing of the meeting by the chair of the virtual Annual General Meeting)

Shareholder right – Issuance of a confirmation on the vote count in accordance with § 129 (5) *AktG*

1. Object of deadline: Submitting a request for confirmation of the vote count by means of electronic communication via the annual general meeting system, by postal mail or by email
2. Applicable issuer deadline: 17 May 2025, 24:00 hrs (CEST) (time of receipt is decisive)
(formal specification according to EU-IR: 20250517; 22:00 UTC)