

Mr.
Josef Mustermann
Beiersdorfstraße 1-9
22529 Hamburg

AGM 2025

Your login data for the HV system:

Access number: 700056AcV
Access code: 12345678



Access to the AGM system is available via the company's website
under the link: www.Beiersdorf.com/Annual_General_Meeting possible.

Dear Shareholder, Dear Shareholder Representative,

The above-mentioned registration data for the internet-based Annual General Meeting and Voting System (AGM system) enable you to exercise your shareholder rights at the virtual Annual General Meeting. In addition, the access card serves as a form for postal voting, for issuing power of attorney and instructions to the voting representative appointed by Beiersdorf Aktiengesellschaft, and for granting a power of attorney to a third party (details on this on the back).

I/We vote for the proposal of the administration on all items on the agenda
or mark my/our voting behaviour on the agenda items individually as follows:

AGENDA:	Yes	No	Abstention
2. Appropriation of retained profit	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3. Discharge of the members of the Executive Board	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
4. Discharge of the members of the Supervisory Board	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
5a Election of the auditor for the 2025 financial year and for a possible auditor's review of the half-year financial statements for the 2025 financial year	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
5b Election of the Sustainability Reporting Auditor for the Fiscal Year 2025	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
6. Approval of the remuneration report for the financial year 2024	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
7. Approval of the remuneration system for the members of the Executive Board	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
8. Approval of the remuneration of the members of the Supervisory Board	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
9. Cancellation of the existing Authorized Capital I, creation of a new authorized capital I; amendment of the articles of association	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
10. Cancellation of the existing Authorized Capital II, creation of a new authorized capital II; amendment of the Articles of Association	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
11. Cancellation of the existing Authorized Capital III, creation of a new authorized capital III; amendment of the Articles of Association	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
12. Cancellation of the existing and renewal of authorization to issue	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
convertible bonds and/or bonds with warrants as well as the creation of new conditional capital; Amendment of the Articles of Association	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
13. Authorization to purchase and utilize own shares	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
14. Amendment of the Articles of Association (Holding of Virtual Annual General Meetings)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

For countermotions and nominations that are to be made accessible, you can vote in the AGM system at
www.Beiersdorf.com/Annual_General_Meeting.

Granting of power of attorney to a third party

Power of attorney

I/We Authorize Mr./Mrs.

Last Name

First Name

Postal code/place of residence

with the right to grant sub-authorization to represent me/us at the Annual General Meeting of Beiersdorf Aktiengesellschaft mentioned overleaf and to exercise the voting rights for me/us. If I/we exercise voting rights myself at the virtual Annual General Meeting, this shall be deemed to be a revocation of this power of attorney and any sub-powers of attorney granted.

Location, Date

Declarant according to § 126b BGB (e.g. signature or name)

Sub-power of attorney

I/We Authorize Mr./Mrs.

Last Name

First Name

Postal code/place of residence

with the right to grant sub-authorization to represent me/us at the Annual General Meeting of Beiersdorf Aktiengesellschaft mentioned overleaf and to exercise the voting rights for me/us.

Location, Date

Declarant according to § 126b BGB (e.g. signature or name)

Even if the form for granting a power of attorney to a third party is used, the entire form must be **(both sides)** by post (Beiersdorf Aktiengesellschaft, c/o HV AG, Jakob-Oswald-Straße 4, 92289 Ursensollen, Germany) or by fax (+49 (0) 40 4909-187603) or by e-mail (eintrittskarte@anmeldung-hv.de) by the end of April 15, 2025 (24:00 hrs CEST) at the latest.

If the authorization is not made by submitting it in due time via the proxy form as described above, the following applies with regard to a power of attorney granted to the authorized representative: By using the AGM system, the authorized representative declares that he or she has been duly authorized. In this case, proof of authorization must be submitted to the Company by April 17, 2025 at 10:30 a.m. CEST (received by the Company). To submit this proof, we ask you to use the fax number or e-mail address mentioned above.

Postal Vote

I/We will vote by postal ballot as indicated on the front (If you do not cast an explicit and unambiguous vote on individual agenda items, your vote will be counted as an abstention for these agenda items). In the event of several votes received, only the last one received by the Company shall be considered binding. The last vote received by the Company shall also be binding if a power of attorney and instruction has previously been issued to the voting representative appointed by the Company.

Power of Attorney and Instructions to the Voting Representative Appointed by the Company

I/We authorize the voting representative appointed by Beiersdorf Aktiengesellschaft, Dr. Jens Geißler, Hamburg, with the right to sub-authorize me/us to participate in the virtual Annual General Meeting of the Beiersdorf Aktiengesellschaft on April 17, 2025 and to exercise the voting rights for me/us in accordance with my/our instructions given on the front page (Unless you give explicit and unambiguous instructions on individual agenda items, the voting representative will abstain from voting on these agenda items). In the case of several incoming powers of attorney and instructions, only the last one issued by the Company are considered binding. The most recent issuance of power of attorney and instructions to the voting representative is binding even if a postal vote has previously been cast via the Internet or by other means.

X

Location, Date

X

Declarant according to § 126b BGB (e.g. signature or name)

If this form is used for postal voting or issuing power of attorney and instructions to the voting representative appointed by the Company, the completed form **(both sides)** must be sent by post (Beiersdorf Aktiengesellschaft, c/o HV AG, Jakob-Oswald-Straße 4, 92289 Ursensollen, Germany) or by fax (+49 (0) 40 4909-187603) or by e-mail (eintrittskarte@anmeldung-hv.de) by the end of April 15, 2025 (12:00 a.m.) at the latest for organizational reasons CEST).

Please note the "Information on participating in the virtual Annual General Meeting, on appointing a voting representative, and on and postal votes", which was sent to you with the access card and can also be accessed on the Company's website under www.Beiersdorf.com/Annual_General_Meeting.