

# CAPITAL MARKETS DAY 2024



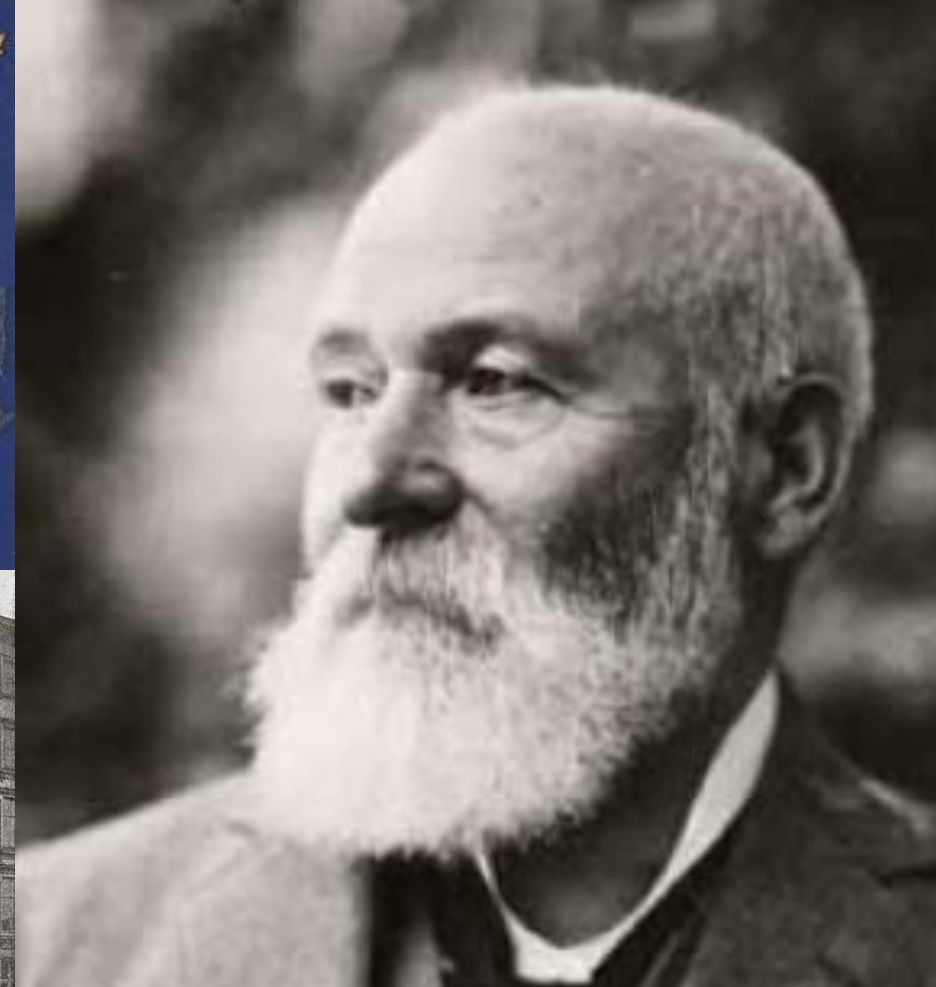
JUNE 18th  
2024



SKIN COMES  
FIRST

# PUSHING FRONTIERS IN **Skin** Care

R&D  
MAGIC MOMENTS



“One day, the **skin will be the touchstone**...for every theory and far more than an experimental organ.”

Unna, 1887

Beiersdorf

INGENUITY, EXPERTISE AND FORESIGHT

# R&D INNOVATE WITH CARE

WE EMPOWER  
**IMPACTFUL  
SKIN CARE  
INNOVATIONS**  
THAT TOUCH  
PEOPLE'S LIFE

SKIN  
COMES  
**1ST**

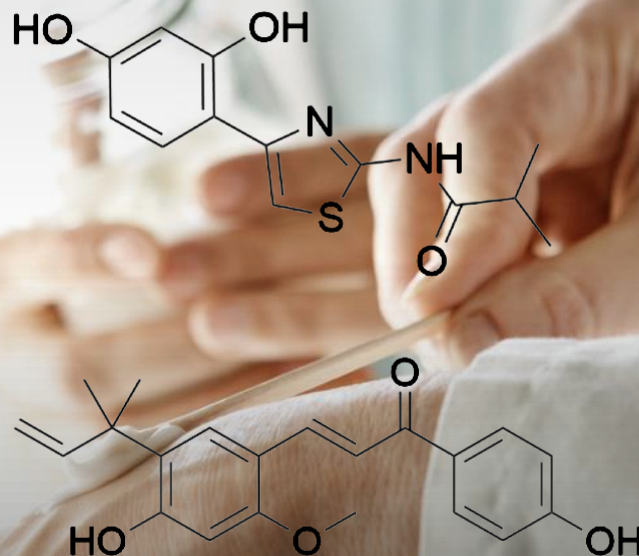
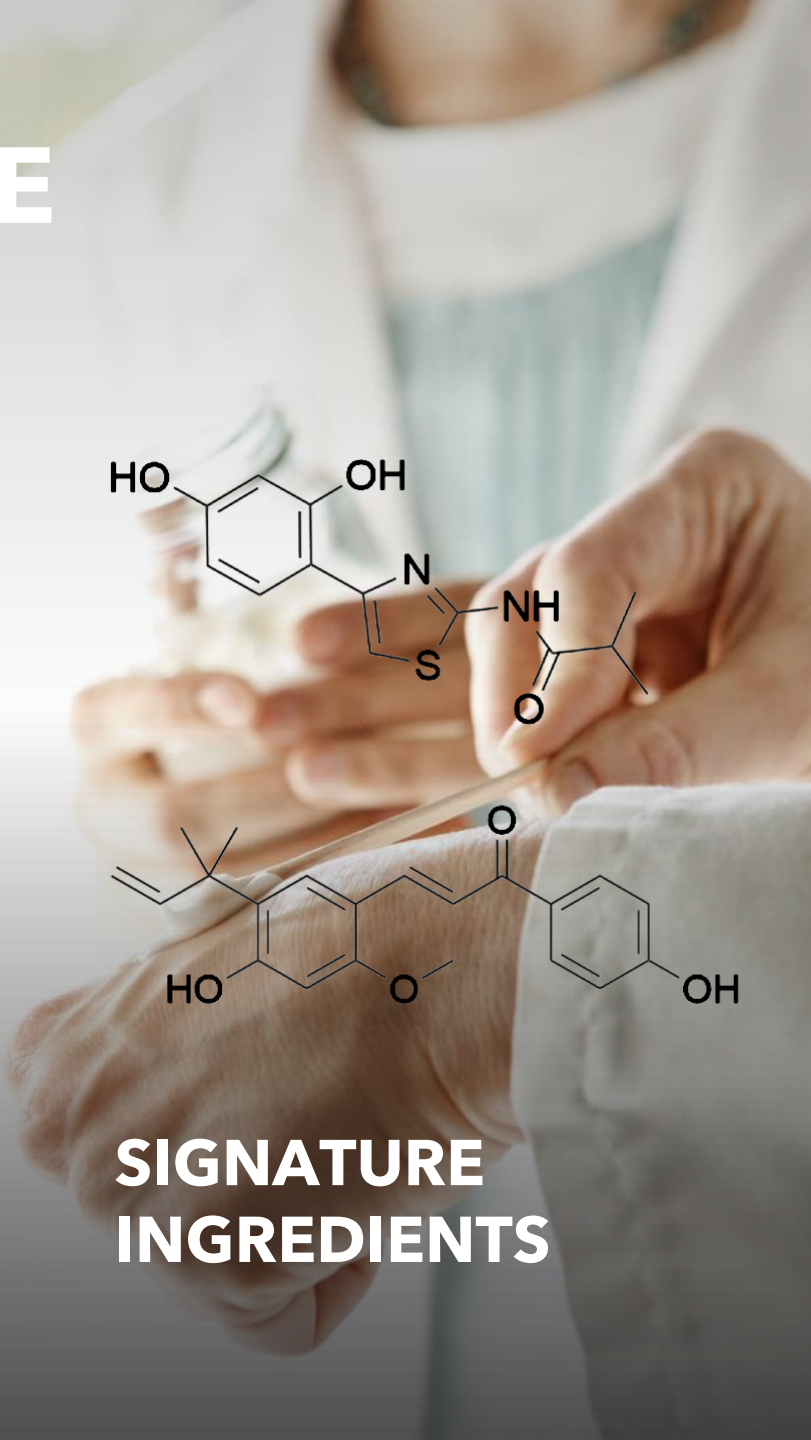
**SUSTAINABILITY**  
IS OUR DNA

**DIGITALLY  
AUGMENTED**  
FOR INNOVATION  
& EFFICACY

# SKIN EXPERTISE



**EXPERTS IN  
SKIN BIOLOGY &  
TECHNOLOGICAL  
SCIENCE**



**SIGNATURE  
INGREDIENTS**



**EXPERTS IN  
FORMULA  
& PACKAGING  
DEVELOPMENT**

# R&D INNOVATE WITH CARE

EPICELLINETM

PATENTED  
THIAMIDOL

133  
GRANTED  
PATENTS

IN  
23  
COUNTRIES

INHOUSE  
INNOVATION

EXTERNAL  
INNOVATION

dkfz.

JOINT INNOVATION LAB



藤田医科大学  
FUJITA HEALTH UNIVERSITY

Philipps



Universität  
Marburg



National Institutes  
of Health

alzchem  
group



evotec



Rubedo

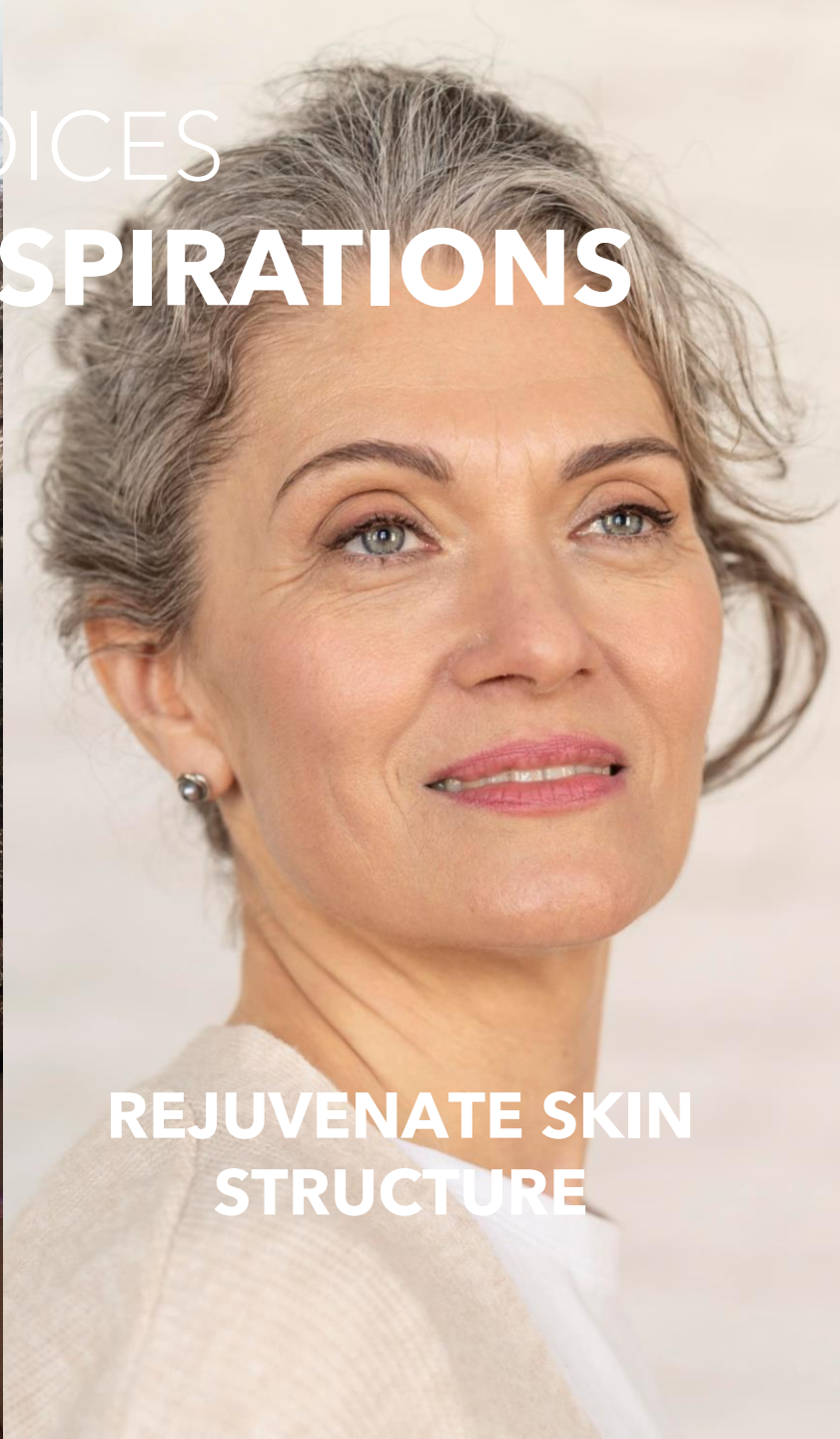
START-UP INVESTMENT

Beiersdorf

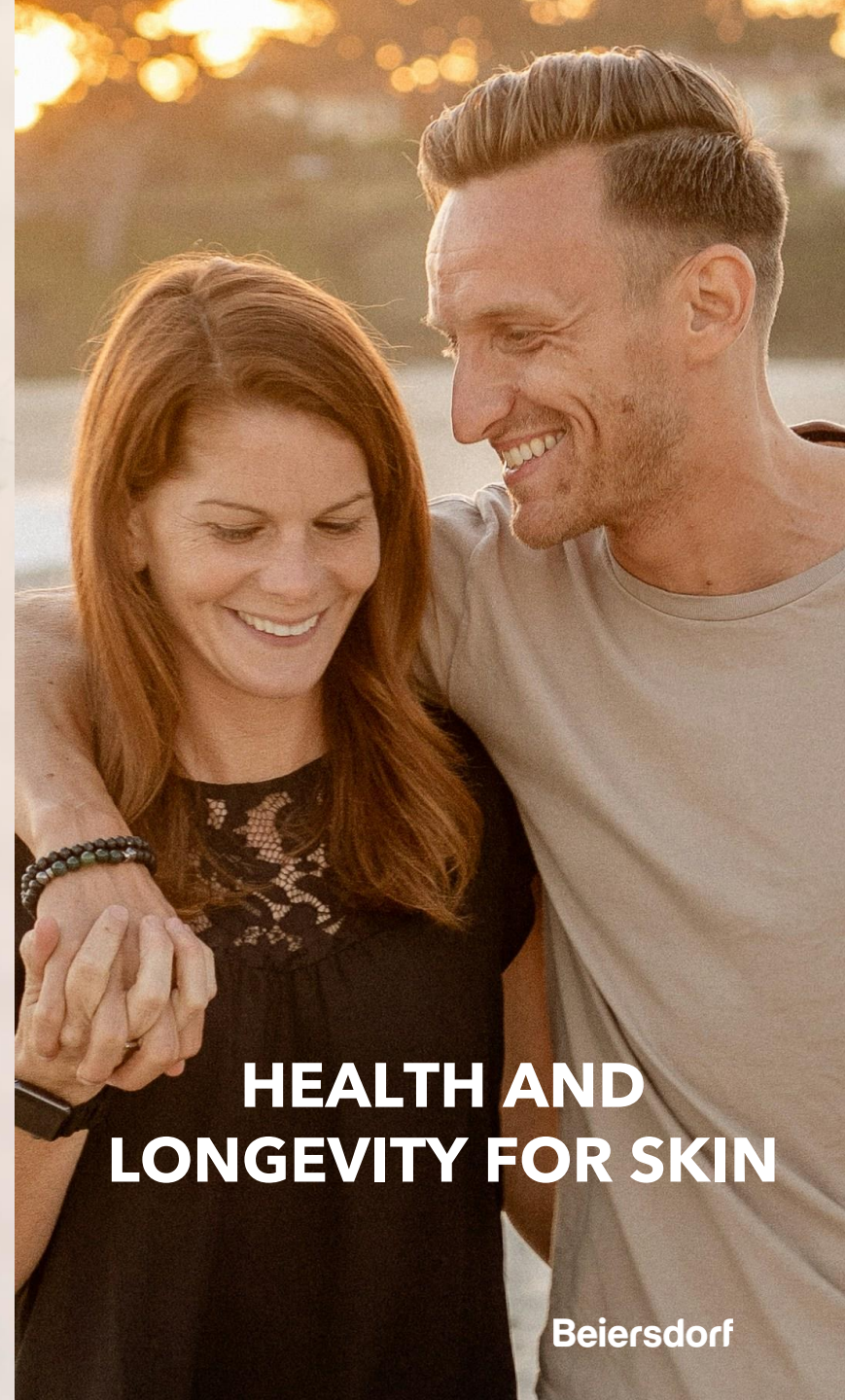


STRATEGIC CHOICES  
**CONSUMER ASPIRATIONS**

**HARMONIZING  
SKIN TONE**



**REJUVENATE SKIN  
STRUCTURE**



**HEALTH AND  
LONGEVITY FOR SKIN**

Beiersdorf

RESEARCH FIELDS

**DEVELOPMENT OF OWN SUPERIOR ACTIVE  
INGREDIENTS**

**THIAMIDOL™**

**EPICELLINE™**

**S-BIOMEDIC**

Beiersdorf



RESEARCH FIELDS

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Beiersdorf

Help Consumers with

# Melanin-Induced Skin Issues



Shifts

Demographic shifts will lead to **melanin rich skin** becoming the

majority.

Forrester, 2022.



>50%

> 50% of women in African, ASEAN countries are **burdened by skin tone related issues**

Face U&A 2022 Segments  
Even Glow&Skin Perfection

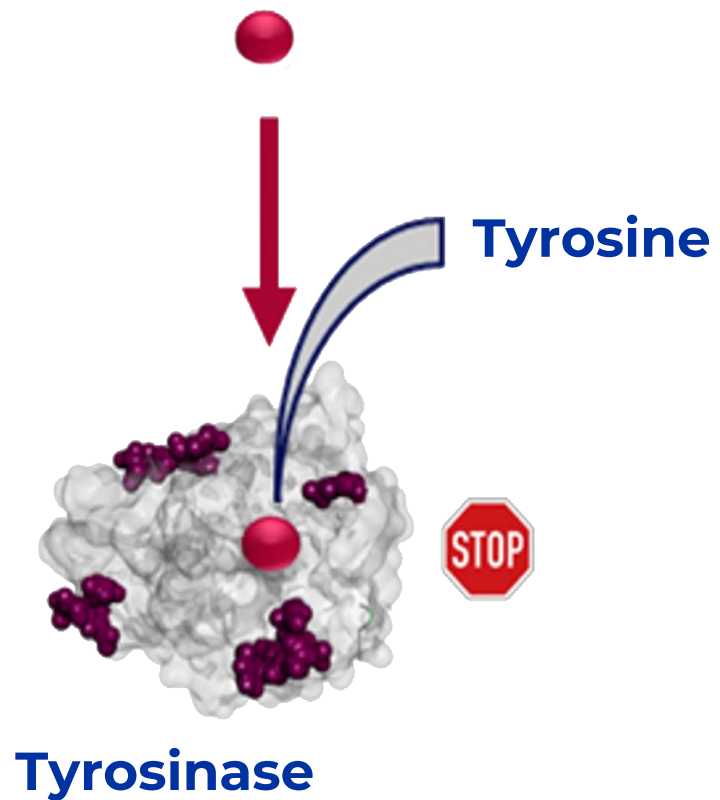


Satisfaction gap

Consumer struggle to find **long-lasting, skin-friendly, potent solutions** for skin tone issues

OWN SKIN TONE MANAGEMENT

# SUPERIOR INGREDIENT



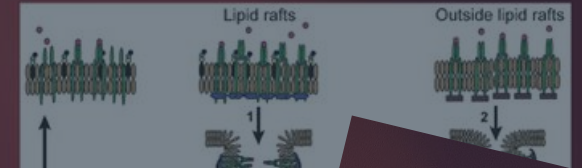
# SUPERIOR EFFICACY



# SUPERIOR CLINICAL EVIDENCE



**JID**  
JOURNAL OF INVESTIGATIVE DERMATOLOGY



**110+**

**CLINICAL TRIALS**

**8,500**

**PARTICIPANTS**

**15+**

**PUBLICATIONS**



**PATENTED  
THIAMIDOL**

# SUPERIOR EFFICACY



BEFORE

AFTER

Beiersdorf

# ONE INGREDIENT FOR OUR BRANDS

# THIAMIDOL

**MOST EFFECTIVE**  
**ANTI-SPOT INGREDIENT**

**97%**  
Spot reduction  
success  
Proven by  
dermatologists





**A LIFE-CHANGER**  
for consumers

Eucerin®



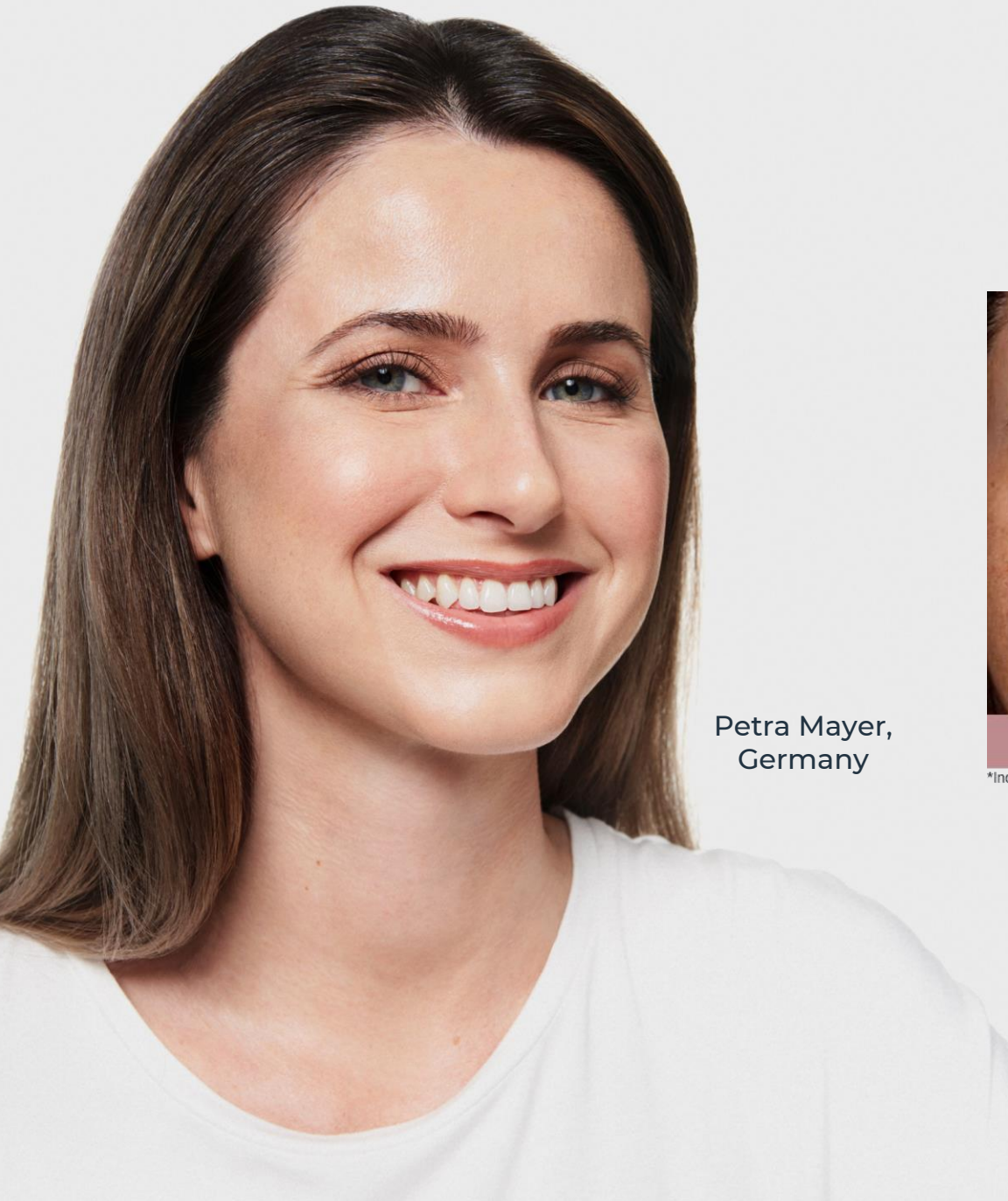
**PATENTED**  
**THIAMIDOL**

**A GAME-CHANGER**  
for Eucerin

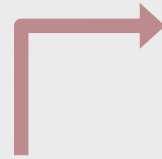


**#1 Even Skin  
Brand Globally**





Petra Mayer,  
Germany



'Hyperpigmentation affected my life in a strong way.'

'My confidence was so low. I thought everybody is just looking at my face thinking 'What happened to her?'

## BEFORE



BASELINE



AFTER 2 WEEKS\*  
OF REGULAR USE



AFTER 4 WEEKS\*  
OF REGULAR USE



AFTER 12 WEEKS\*  
OF REGULAR USE

\*Individual results may vary

## AFTER



'It really changed my life!'

'I never had something like this before.  
Nothing worked – until now!'

# CHANGING PEOPLE'S LIFE ACROSS THE WORLD



*'Amazing. I don't want to cry, but I'm so happy. It really changed my life! Thank you!'*

**Petra**



*'I tried many products from affordable to expensive ones. But only Eucerin reduces dark spots effectively.'*

**May**



*'Eucerin is giving me hope that I've been looking for: it works its magic in just weeks.'*

**Zuraide**



*'It truly works!! I have tried a lot of products, but finally I'm achieving it! The dark spots on my face are diminishing.'*

**Gemma**



# EXPANDING THIAMIDOL TO ALL CATEGORIES +500% 4 YEARS AFTER LAUNCH



Source: Bone NS all Eucerin products containing Thiamidol, FY 2019-2023

# 2024: EVEN STRONGER CLAIMS

**Most  
effective**

**Anti-Spot  
ingredient**



**97%**

**Spot reduction success**  
proven by dermatologists



**99%**

**Of dermatologists  
recommend**

# 2024: INTRODUCING THE NEW POWER DUO

NEW



1 Spot reduction in week

98% Spot reduction  
Confirm success



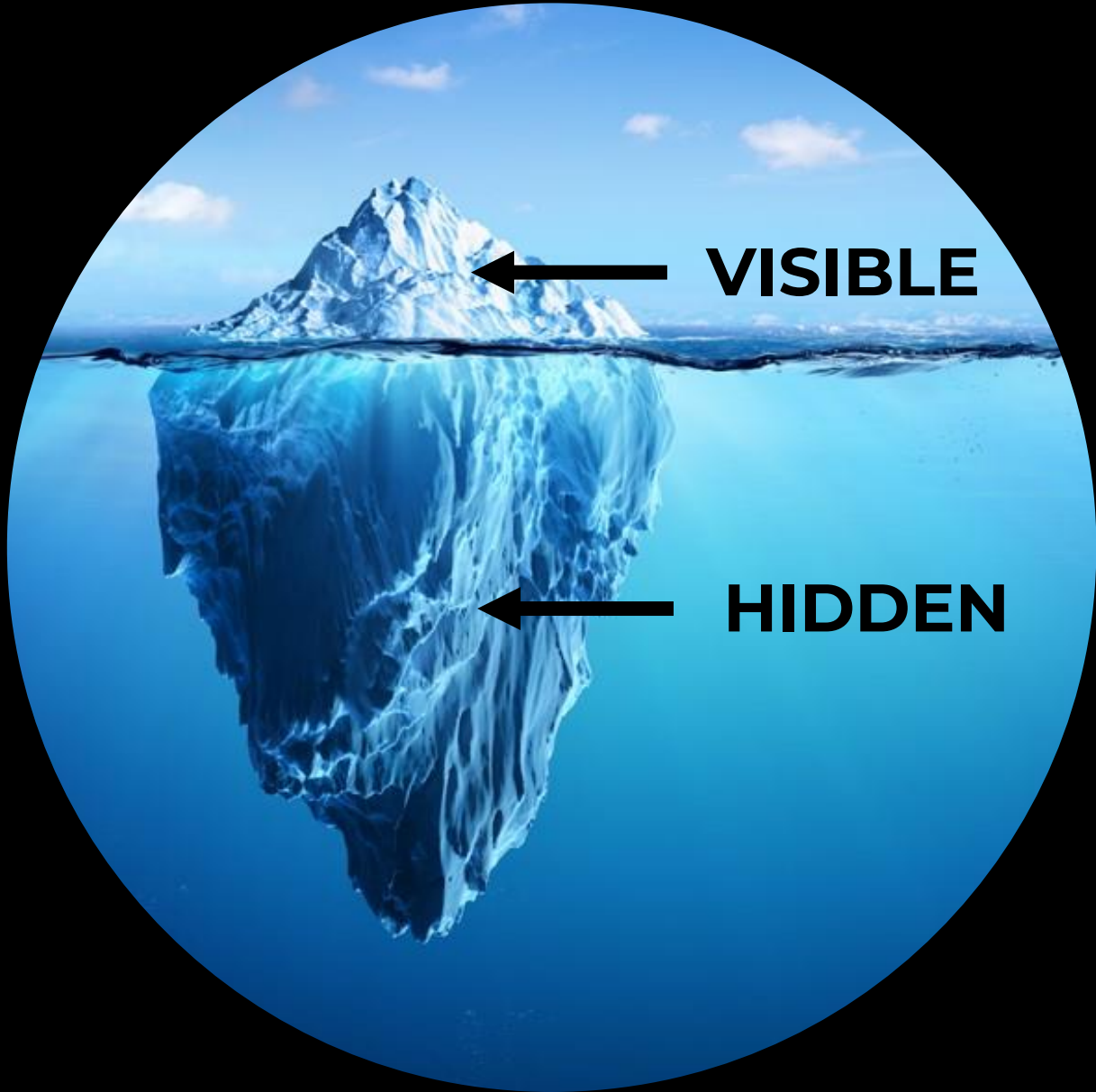
# THE SEARCH IS OVER

Q HOW TO REDUCE DARK SPOTS?

The Eucerin logo is in the top left corner of the inset. The background is a microscopic view of skin cells, with one cell in the center appearing darker and more prominent than the others, representing a dark spot. The text 'Visible spot reduction in 1 week' is centered over the skin cells. At the bottom right, there is a small line of text: '\*Clinical study over 4 weeks with 64 volunteers using Anti-Pigment Cleansing Gel and Dual Serum'.

Visible spot reduction  
**in 1 week**

\*Clinical study over 4 weeks with 64 volunteers using Anti-Pigment Cleansing Gel and Dual Serum



**UVA-CAMERA**

BEFORE

AFTER

UVA-CAMERA







# THIAMIDOL

1

HERO INGREDIENT  
SCIENCE STORY  
BEIERSDORF APPROACH



WE  
CREATED  
AN ICON



# LUMINOUS630 HAS WON CONSUMERS' HEARTS GLOBALLY!

NIVEA



— WORLD'S NO.1 ANTI-SPOT SERUM

— LOVED BY >10M WOMEN

— #6 NIVEA SKU

— +48% NET SALES 2023

— ACCELERATING IN-MARKET

# LUMINOUS SUCCESS

## ACROSS CATEGORIES & AROUND THE GLOBE



7M€  
2020

45M€  
2021

81M€  
2022

122M€  
2023

2024





• **2.1x**  
**MORE PREMIUM**  
VS. ∅ NIVEA FACE

• **15**  
**MORE MARKETS**  
VS. NIVEA FACE TOPSELLER

# DRIVING THE MASS MARKET

• **2x FASTER**  
ACCELERATING SEGMENT  
GROWTH WITHIN FACE CARE

• **SIGNIFICANT OPPORTUNITY TO SEIZE**



RESEARCH FIELDS

**DEVELOPMENT OF OWN SUPERIOR ACTIVE INGREDIENTS**

THIAMIDOL™

EPICELLINE™

S-BIOMEDIC

Beiersdorf

# MULTIPLE SIGNS OF SKIN AGING

WRINKLES &  
FINE LINES

PALE  
COMPLEXION

SAGGING

REDUCED  
ELASTICITY

THINNER  
SKIN

IMPAIRED  
WOUND  
HEALING

SUPERIOR EFFICACY THROUGH SKIN SCIENCE

# WINNING IN SKIN CARE THROUGH WINNING IN ANTI-AGING

**CONCERNED**



**5.2 BN**

people worldwide  
experience **firmness issues**  
related to **skin aging\***.

\* Global population aged 24+ (Gen Y-Boomers)

**BOTHERED**



**40 %**

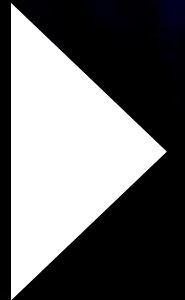
globally rate firmness  
issues as (highly)  
**bothersome.**

**UNSATISFIED**



**56 %**

are **not satisfied** with  
**current solutions.**



**SUPERIOR EFFICACY  
THROUGH  
SKIN SCIENCE**



# EPIGENETIC RESEARCH AT BEIERSDORF

**Epigenetics** describes how the **environment** and our **lifestyle** can influence the **skin functions** via regulating our **genes**



>15

Years of research

15

Peer-reviewed publications

>1,000

Skin samples analyzed

>50,000

Ingredients tested

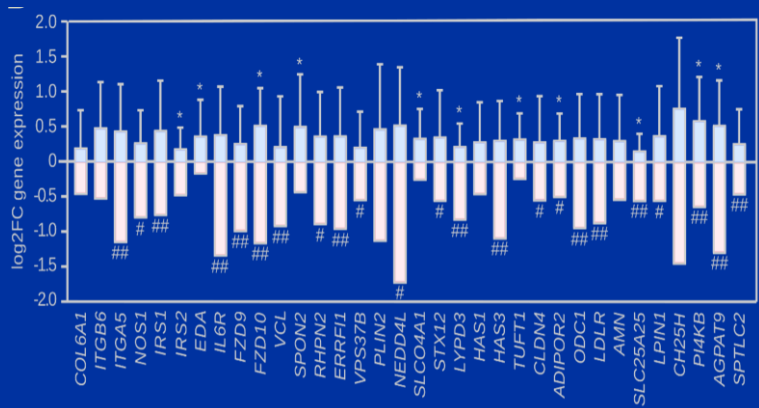
1

Patented skin age clock

INGENUITY, EXPERTISE AND FORESIGHT

# EPICELLINE® – OUR POWERFUL EPIGENETIC INGREDIENT

## EPICELLINE® REACTIVATES YOUTH GENES



YOUTH GENES

EPICELLINE®

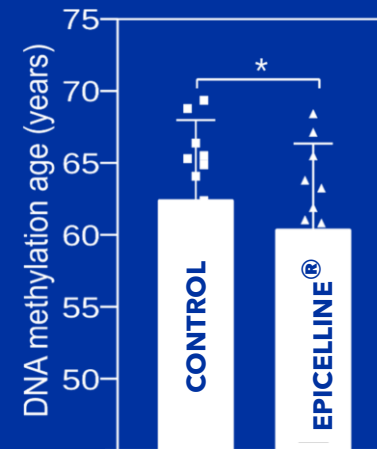


AGED SKIN

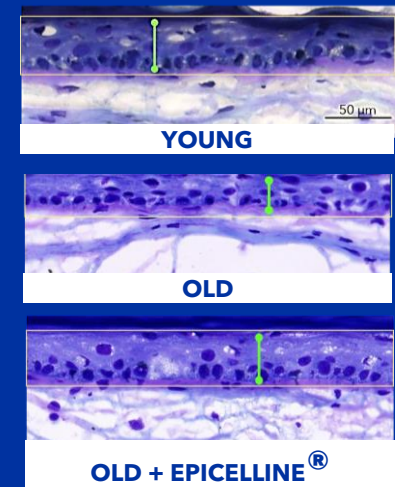


## EPICELLINE® REJUVENATES SKIN CELLS

### AGE CLOCK



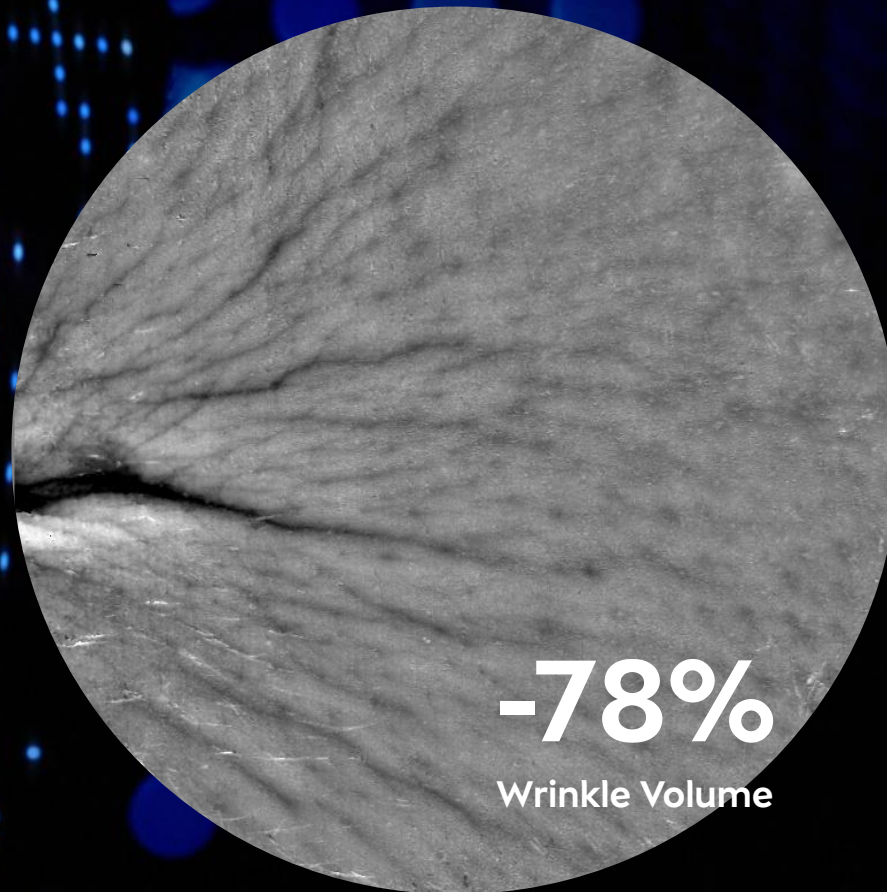
### SKIN MODEL



**SUPERIOR  
EFFICACY**

**REVERSE  
10 SIGNS  
OF AGING**

CONFIRMED BY CLINICAL  
STUDIES AND CONSUMER



**-78%**

Wrinkle Volume

BE FIRST

# OWN THE TERRITORY



**BEST  
PERFORMING  
INNOVATION  
POST 2023**

**SCIENTIFIC ROOF STORY**



**LA PRAIRIE**  
SWITZERLAND



**CHANTECAILLE**  
WILD ABOUT NATURE

**2023**

**2024**

**2025+**



**HOW TO REVOLUTIONIZE  
THE ANTI-AGE MARKET**  
#ReverseTheAgeClock



**OUR BREAKTHROUGH  
ANTI-AGE INNOVATION**

**OUR BREAKTHROUGH  
ANTI-AGE INNOVATION** NEW

**Reverses 10 signs**  
of skin aging visibly

Our breakthrough  
epigenetic innovation

**Results** in  
**4 weeks\***



\*Product-in-use test with 160 women over 4 weeks.

# REVERSES 10 SIGNS OF SKIN AGING

Eucerin®



## 10 SIGNS REVERSED

- 1 Firmness
- 2 Lifting effect
- 3 Wrinkle reduction
- 4 Fine line reduction
- 5 Contours
- 6 Hydration
- 7 Radiance
- 8 Rejuvenation
- 9 Evenness
- 10 Smoothness





# 1st SKIN SPECIFIC



Up to  
**5**

**MAKES YOU  
LOOK**

**YEARS  
YOUNGER**

# EXCEPTIONAL PRODUCT-IN-USE RESULTS

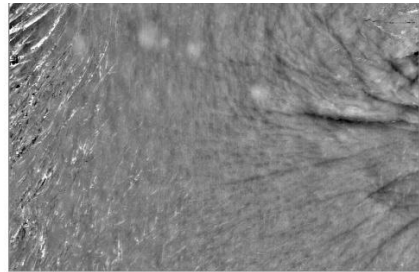
「TOP 1 BOX」

9/10

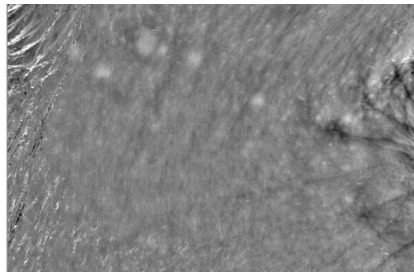
“I WILL DEFINITELY BUY THIS SERUM”

# LIFE-CHANGING POWER

UP TO  
**78%** wrinkle  
volume **reduction**

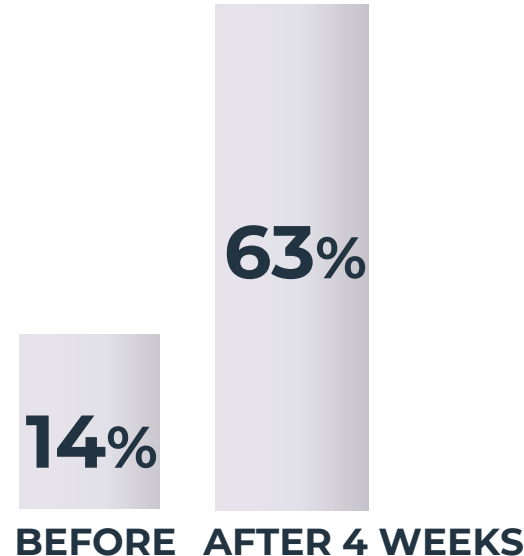


**BEFORE**



**AFTER 4 WEEKS**

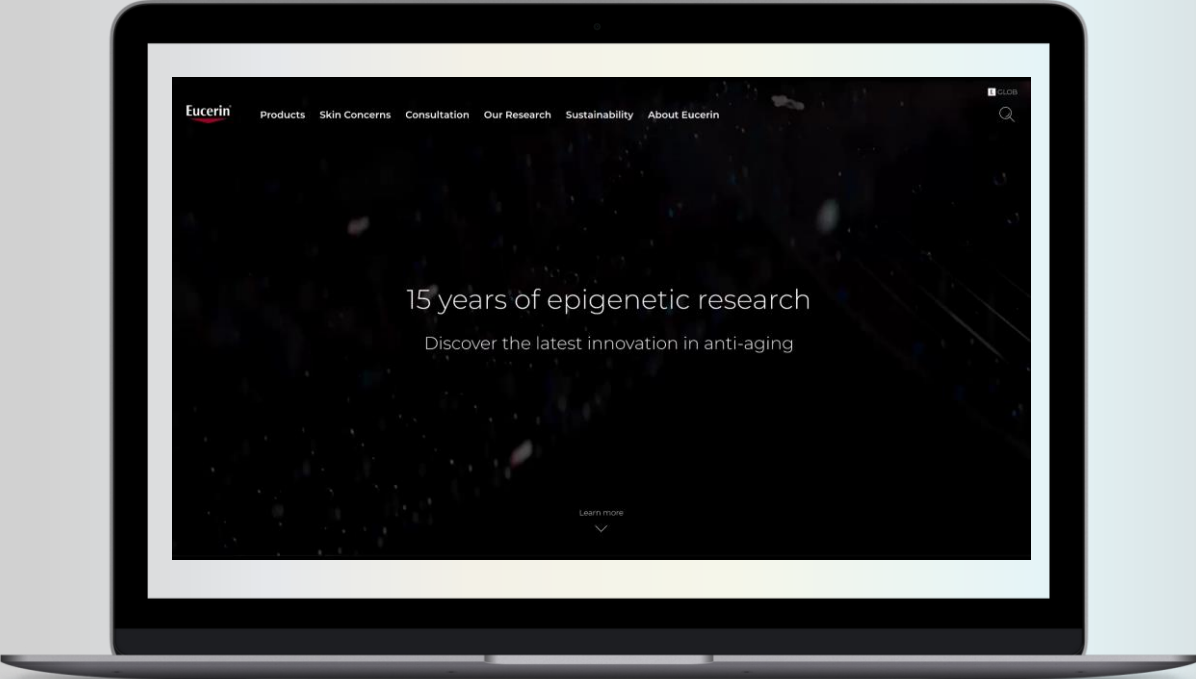
“My skin appearance gave me the **impression of being attractive**”





「 **HOW TO**  
**MAKE THIS THE BEST LAUNCH EVER?** 」

# DIGITAL EXCELLENCE



WEBSITE LANDING PAGE



SOCIAL MEDIA ADS

# DRIVING POS IMPACT



# DRIVING MEDICAL IMPACT

- Reach > **200k dermatologists**
- Key topic for >**150 congresses**
- Engaging with **DOLs & KOLs**





# DRIVING BUSINESS IMPACT

- Largest single SKU **Net Sales Ever**
- Forecasted to be a **top 3 product**



RESEARCH FIELDS

DEVELOPMENT OF OWN SUPERIOR ACTIVE  
INGREDIENTS

THIAMIDOL™

EPICELLINE™

S-BIOMEDIC

Beiersdorf

PIONEER IN ACNE WITH MICROBIOME

# Help Consumers with acne Issues

POPULATION CONCERNED



**>1.2 B**

of population worldwide  
suffer from acne  
N°1 indication at dermatologist's  
office

MULTIGENERATIONAL ISSUE



**>80%**

of adolescents suffer from acne as  
well as **±40% of older consumers**

AMONG CONSUMERS WITH ACNE



**92%**

agree that **skin's microbiome  
health** has a positive effect  
on skin barrier health



PIONEER IN ACNE  
WITH MICROBIOME

# Harnessing the power of Probiotics



Leading innovator of probiotics in acne

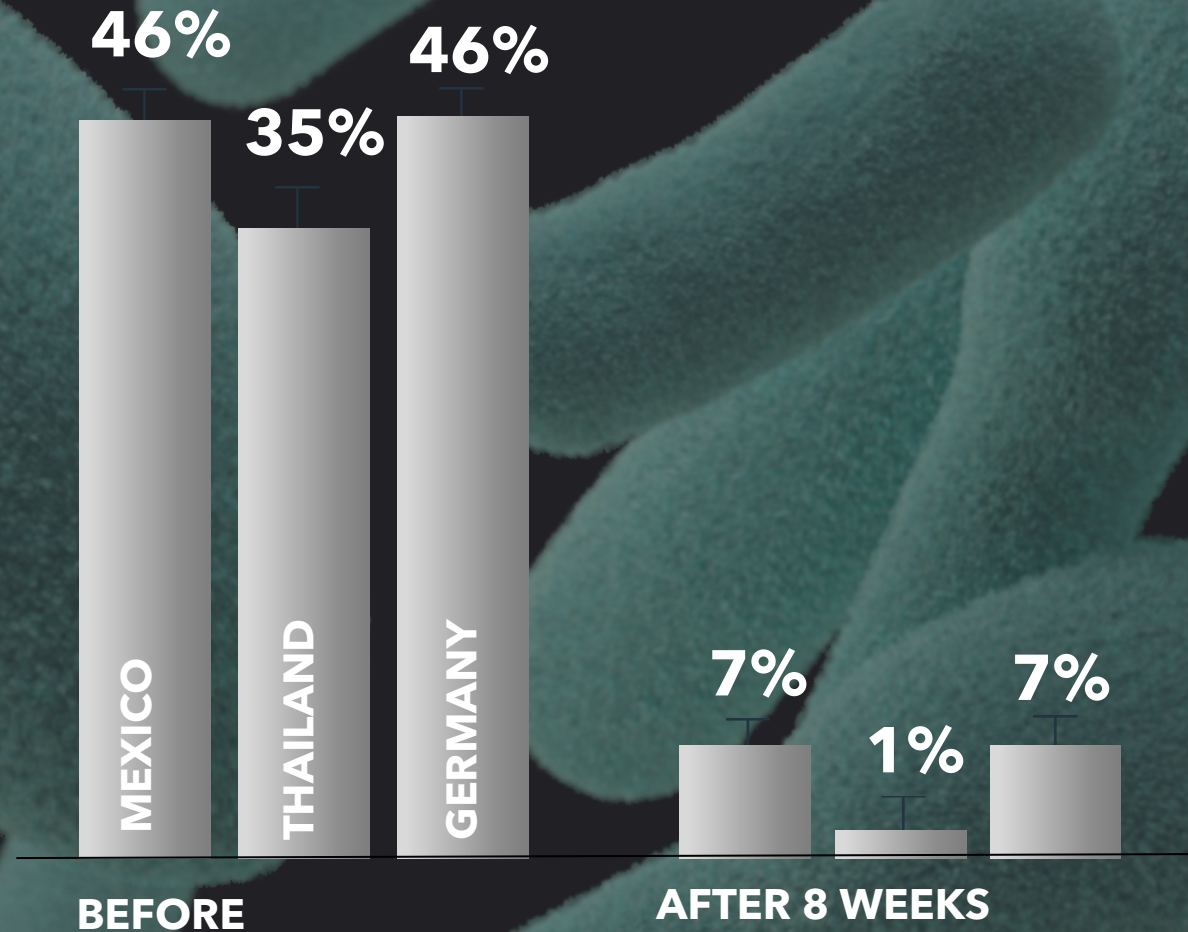
**2018** Joint Development Agreement & 1st Venture Capital Invest of Beiersdorf

**2022** Acquisition of majority

PIONEER IN SKIN MICROBIOME RESEARCH

**CHANGING LIVES** PHYSICALLY & EMOTIONALLY

// **ACNE IS A  
MAJOR  
PROBLEM  
FOR ME** //



Source: Consumer Study, Mexico, Thailand, Germany

# SHAPE THE FUTURE OF SKIN CARE FOR BEIERSDORF





STRATEGIC CHOICES  
**CONSUMER ASPIRATIONS**

**HARMONIZING  
SKIN TONE**

**REJUVENATE SKIN  
STRUCTURE**

**HEALTH AND  
LONGEVITY FOR SKIN**

**MORE  
TO COME**

Beiersdorf

# CAPITAL MARKETS DAY 2024



JUNE 18th  
2024





# WHAT WE SAID IN 2022

WE ARE SKIN CARE

GLOBALIZING & MODERNIZING OUR BRAND



# HEALTHY PERFORMANCE



# SKIN CARE

**+17%**



# PERSONAL CARE

**+14%**



**INNOVATION**

**+21%**

Source: B.ONE FY 2023 @fx23



**CORE**

**+14%**



PRICE

+9.7%

Source: B.ONE FY 2023 @fx23



VOLUME

+6.5%





# WORLD

# NO.1

## SKIN CARE BRAND



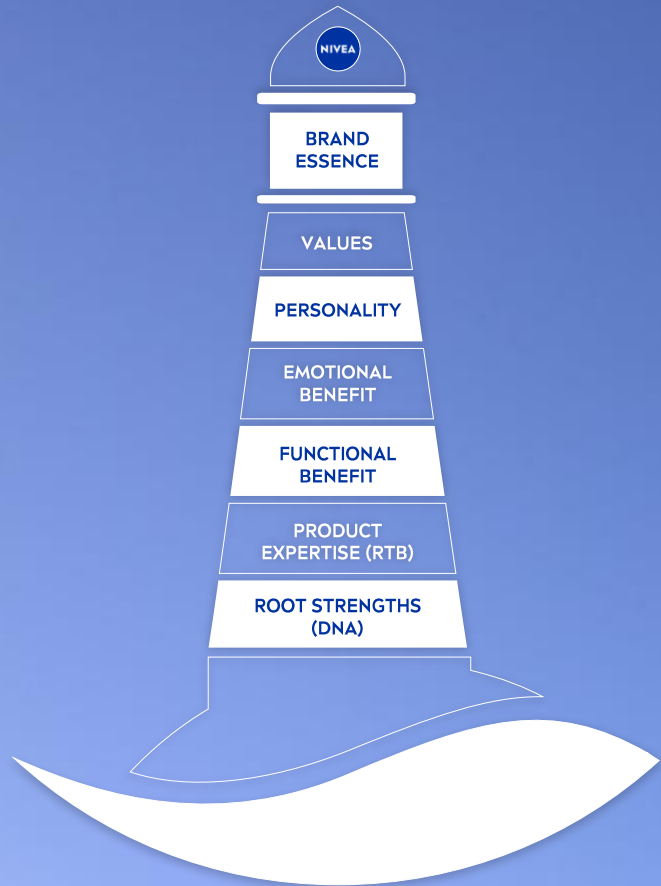
Source: Euromonitor  
Retail Sales Value in € bn, 2023, Worldwide, Skin Care (Face, Body, Hand, Men, Sun)





**MAKING NIVEA**  
**THE MOST LOVED**  
**SKIN CARE**  
**BRAND**  
**IN THE WORLD**

# MEANINGFUL & DISTINCTIVE



BLUE  
BRIGHT  
SKIN  
SCIENCE  
CIRCLE  
CLEAN



**BLUE**



**SKIN**



**NIVEA**

**CIRCLE**



**BRIGHT**



**SCIENCE**



**CLEAN**



**NEW**

**ANTI-SPOT INNOVATION**

- ✓ **COVER**
- ✓ **REDUCE**
- ✓ **PROTECT**



**NIVEA SUN**

**IS FOR SKIN**

**NIVEA**



**NIVEA**

Keep it **FRESH**

**BUY NOW**



**ABSORBS QUICKLY**

For normal to dry skin



**NIVEA** IS FOR SKIN

ONE  
GLOBAL  
BRAND



ADAPTED  
TO LOCAL  
NEEDS

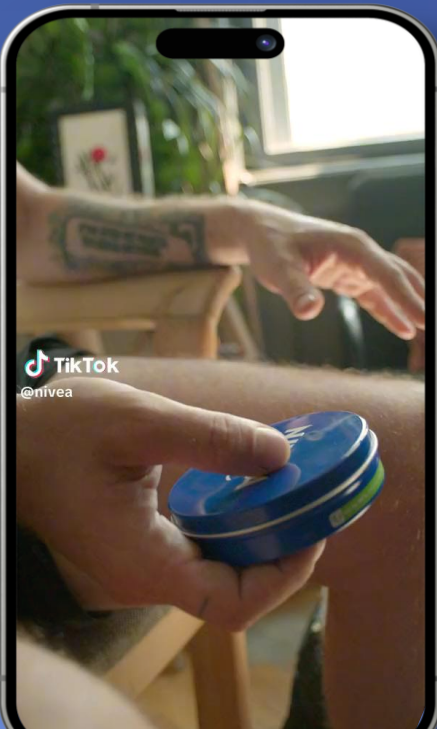
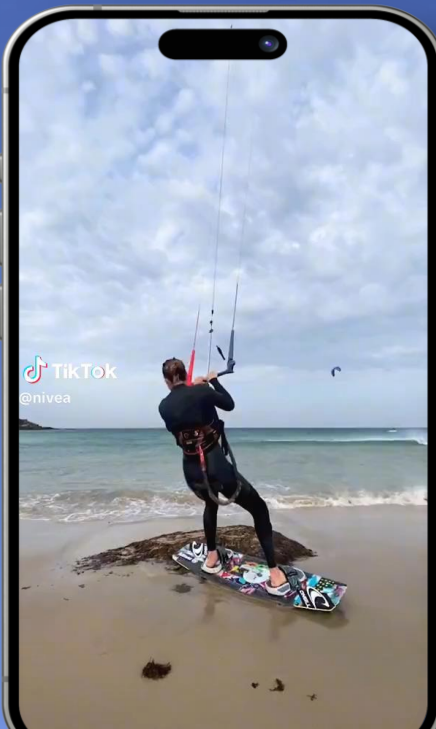
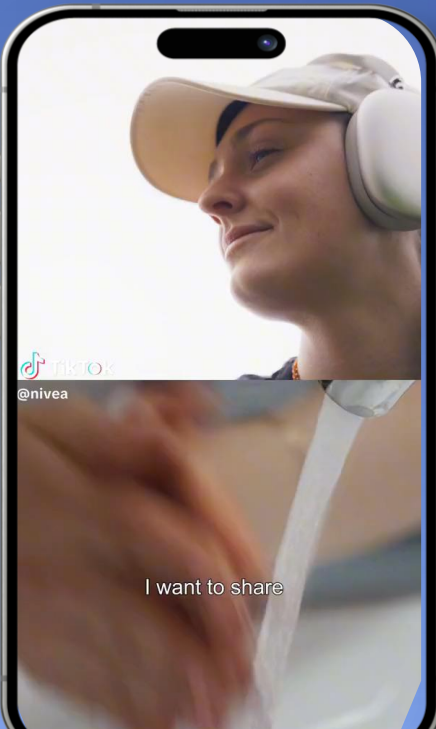
A close-up photograph of a woman's face, smiling broadly, holding a smartphone. Overlaid on her face is a blue circular logo with the word "NIVEA" in white. Below the logo is a white tube of Nivea cream with the text "IS FOR SKIN" in blue. The background is a solid blue color.

NIVEA

IS FOR SKIN

DIGITAL  
ACCELERATION

# GROWING TIKTOK



\*Source: TIKTOK GLOBAL ACCOUNT TRACKING (2024) – IN MILLION USERS

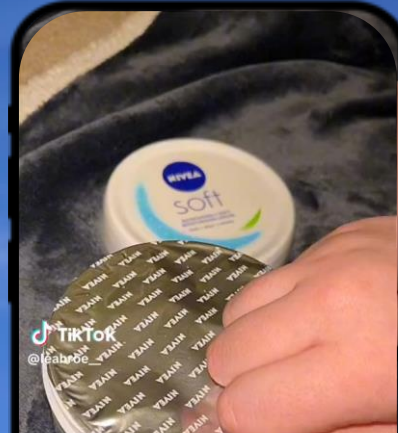
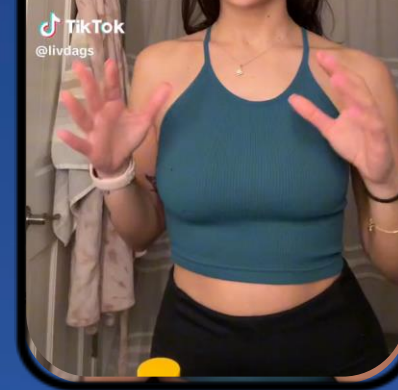
# OUR ICONS GOING VIRAL

+46M  
views

+3.6M  
likes



US Examples







# DRIVING EFFICIENCIES

## PRECISION MARKETING



### EFFICIENCY UPLIFT

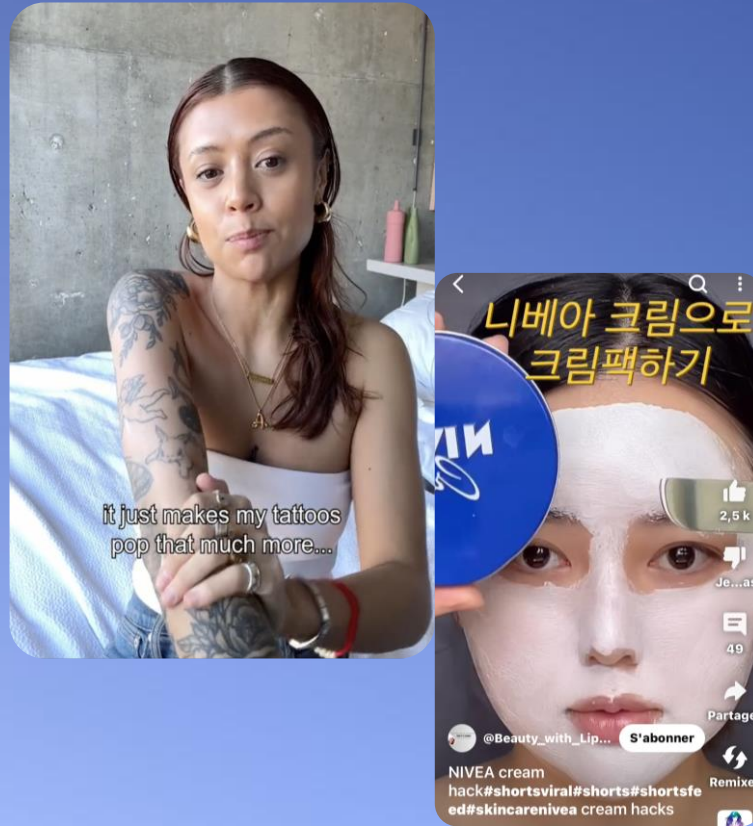
200% ON Q10

130% ON MICELLAIR

85% ON LUMINOUS

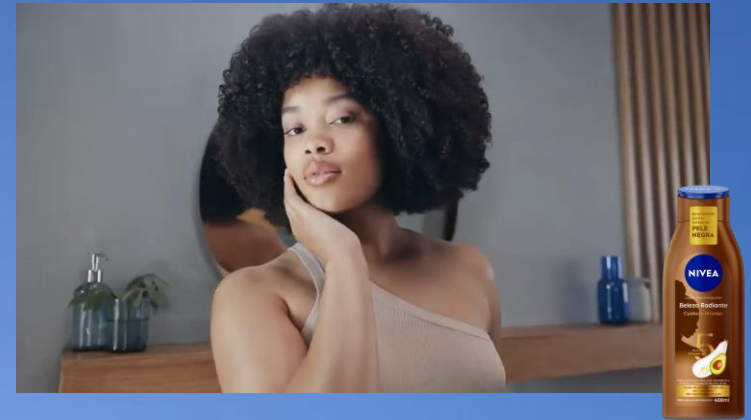
MEX Examples

## PRECISION INFLUENCER



UK / KOREA Examples

## PRECISION TARGETING



TARGETING THROUGH PURCHASE DATA PROXIES

**+36% ROAS UPLIFT**  
(ONLINE & OFFLINE)

BRA Examples



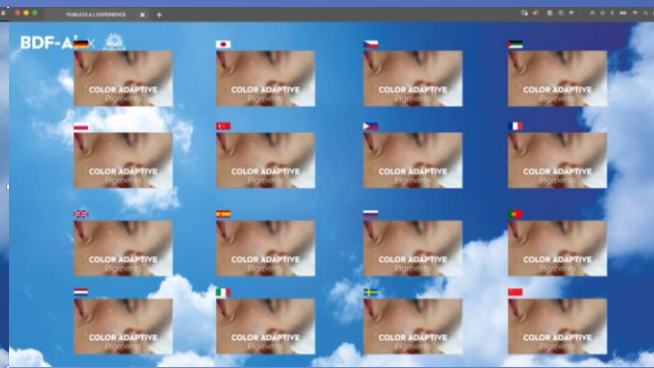
# AI BENEFITS

## VISUAL GENERATION



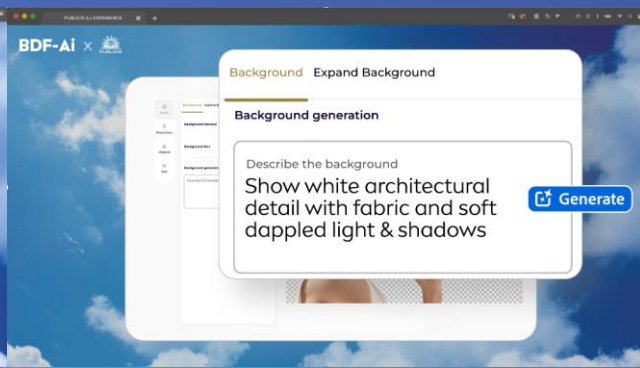
**50%** speed increase in animatic production

## AUDIO GENERATION



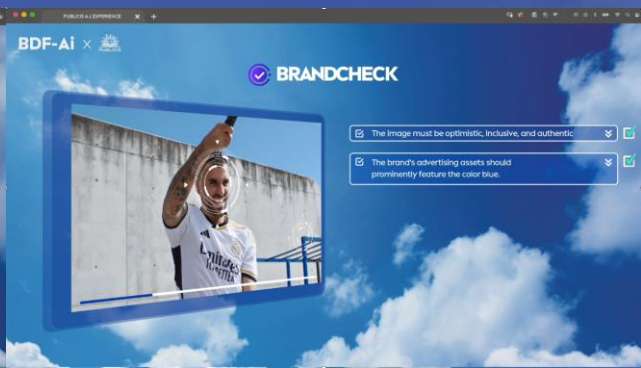
**20%** reduction of transcreation costs

## ADAPTING



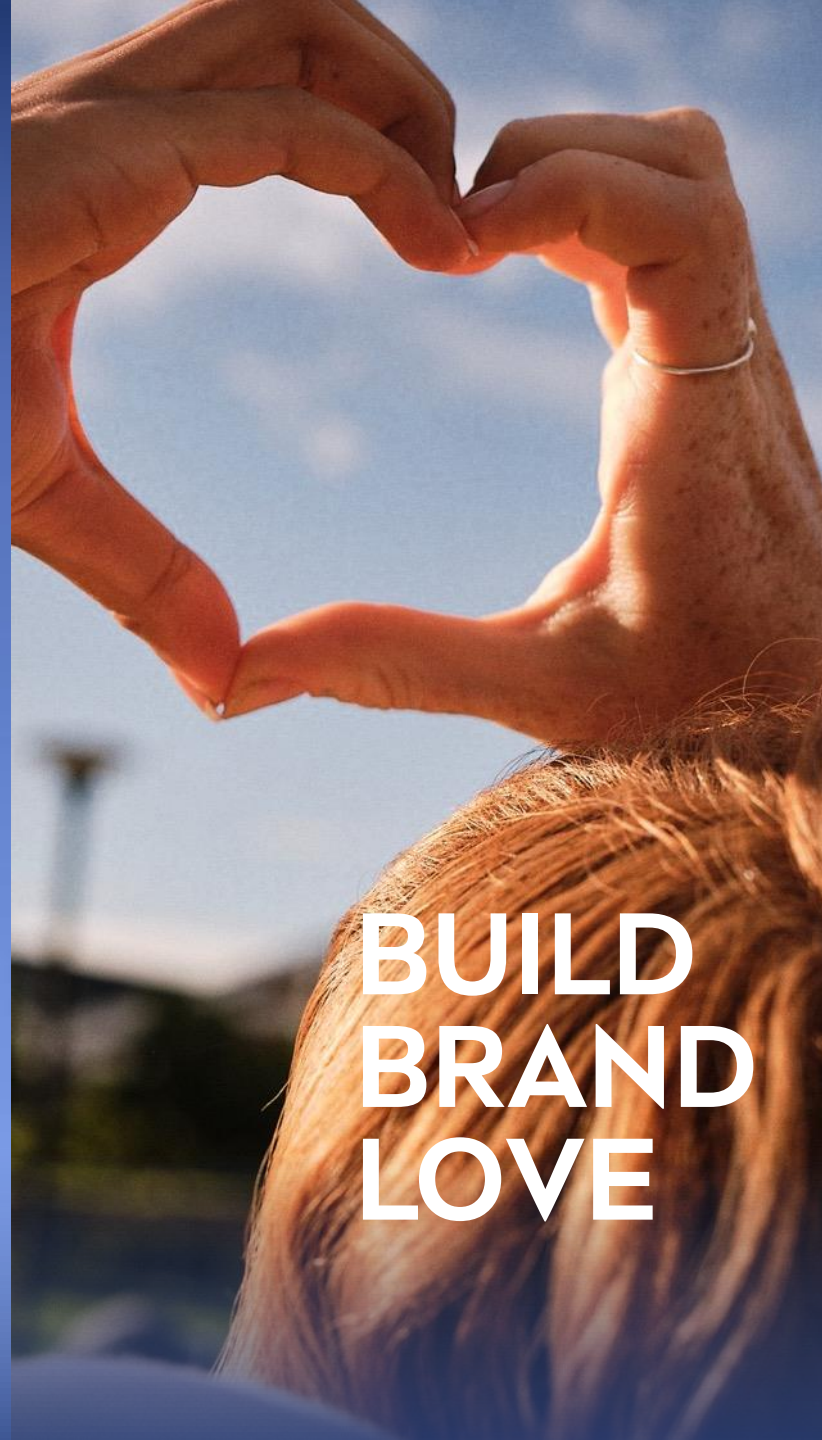
Optimizing & adapting different versions

## BRAND CHECK



Guidelines Check

**FOCUS  
ON  
SKIN  
CARE**



**BUILD  
BRAND  
LOVE**



**FUTURE  
READY**

**NIVEA**

IS FOR **SKIN**



THANK  
YOU

