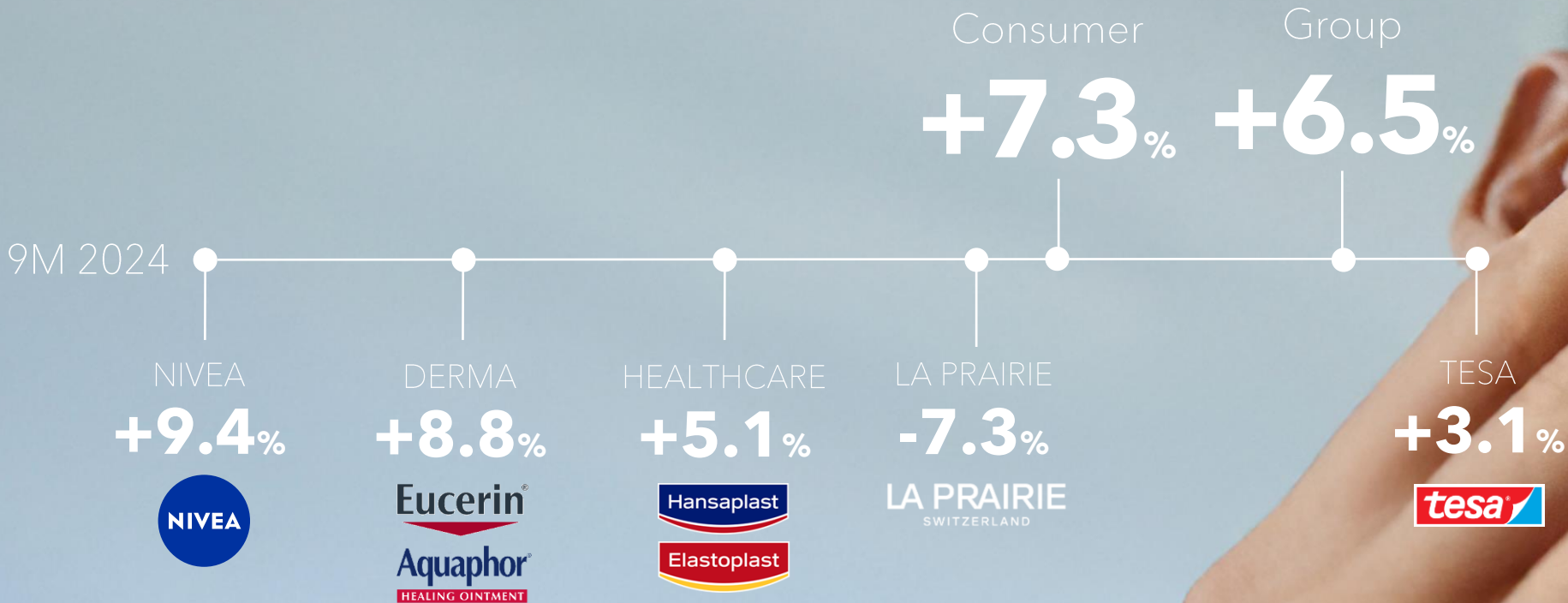


9M RESULTS 2024



Hamburg, October 24, 2024
Astrid Hermann, Vincent Warnery

BEIERSDORF MAINTAINS STRONG GROWTH



9M organic sales growth; NIVEA includes Labello



WIN
W CARE

NORTH AMERICA
REBOUND



DERMA
DOUBLE DIGIT



NIVEA
ON TRACK



FY GUIDANCE
REITERATED

REBOUND NORTH AMERICA

DOUBLE-DIGIT GROWTH

Q3

+11.1%

Organic sales growth

REBOUND NORTH AMERICA

GROWING PRESENCE

Q3
NORTH AMERICA
AQUAPHOR

2024
**DERMA FACE
LAUNCH**

2025
**THIAMIDOL
LAUNCH**

+16%

Organic sales growth



NIVEA ON TRACK

OUTPERFORMING COMPETITION

9M

+9.4%

Q3

+5.9%

Organic sales growth

NIVEA 2025 STRONGEST PIPELINE EVER

LAUNCHING
BREAKTHROUGH
INNOVATIONS

RENOVATING
OUR CORE

>45%

OF NIVEA SALES
IMPACTED BY
**LAUNCHES &
RELAUNCHES**

WIN
CARE

Eucerin Aquaphor
HEALING OINTMENT

DERMA

DOUBLE-DIGIT GROWTH

NORTH
AMERICA

+19.6%

Q3

+10.0%

Organic sales growth



WIN
CARE

Eucerin

Beiersdorf

LAUNCH OF EPICELLINE® ABOVE PLAN

LAUNCHED ACROSS
EU & EM

No.1 SKIN CARE

PRODUCT IN GERMAN
PHARMACIES IN SEPTEMBER



LA PRAIRIE

ONGOING MARKET CHALLENGES

Q3

-8.0%

Organic sales growth



LA PRAIRIE

CONTINUED FOCUS
ON MARKET SHARES

BREAKTHROUGH

INNOVATIONS

PRICE POINT

EXPANSION

LOCAL CONSUMER

ENGAGEMENT



CHANTECAILLE MOMENTUM RETAINED

+4.0%
Q1



+4.8%
Q2



+4.9%
Q3



Organic sales growth



WIN CARE CHANTECAILLE



T MALL DOMESTIC
FLAGSHIP STORE



CELEBRITY
PARTNERSHIP



Beiersdorf

GRAND LAUNCH
EVENT POP UP

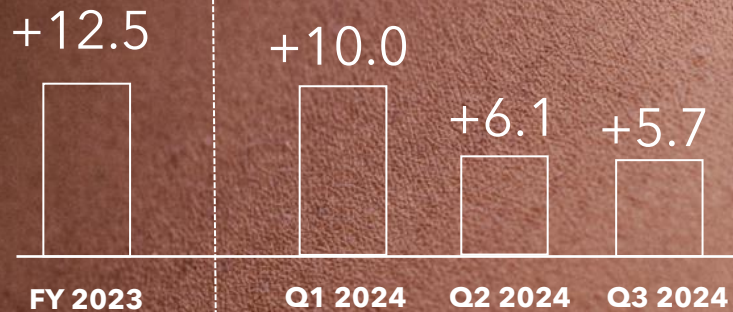
9M 2024

FINANCIALS

GROUP NET SALES

	2023	2024	CHANGE	
	JAN - SEP	JAN - SEP	Nominal	Organic
	in € million	in € million		
Consumer	5,994	6,261	+4.4%	+7.3%
tesa	1,262	1,289	+2.2%	+3.1%
Group	7,256	7,550	+4.0%	+6.5%

CONSUMER QUARTERLY PHASING



+6-8%

FY Guidance

CONSUMER BRANDS

Consumer Group
+5.7% **+5.3%**

Q3 2024

NIVEA
+5.9%



DERMA
+10.0%



HEALING OINTMENT

HEALTHCARE
+7.7%



LA PRAIRIE
-8.0%

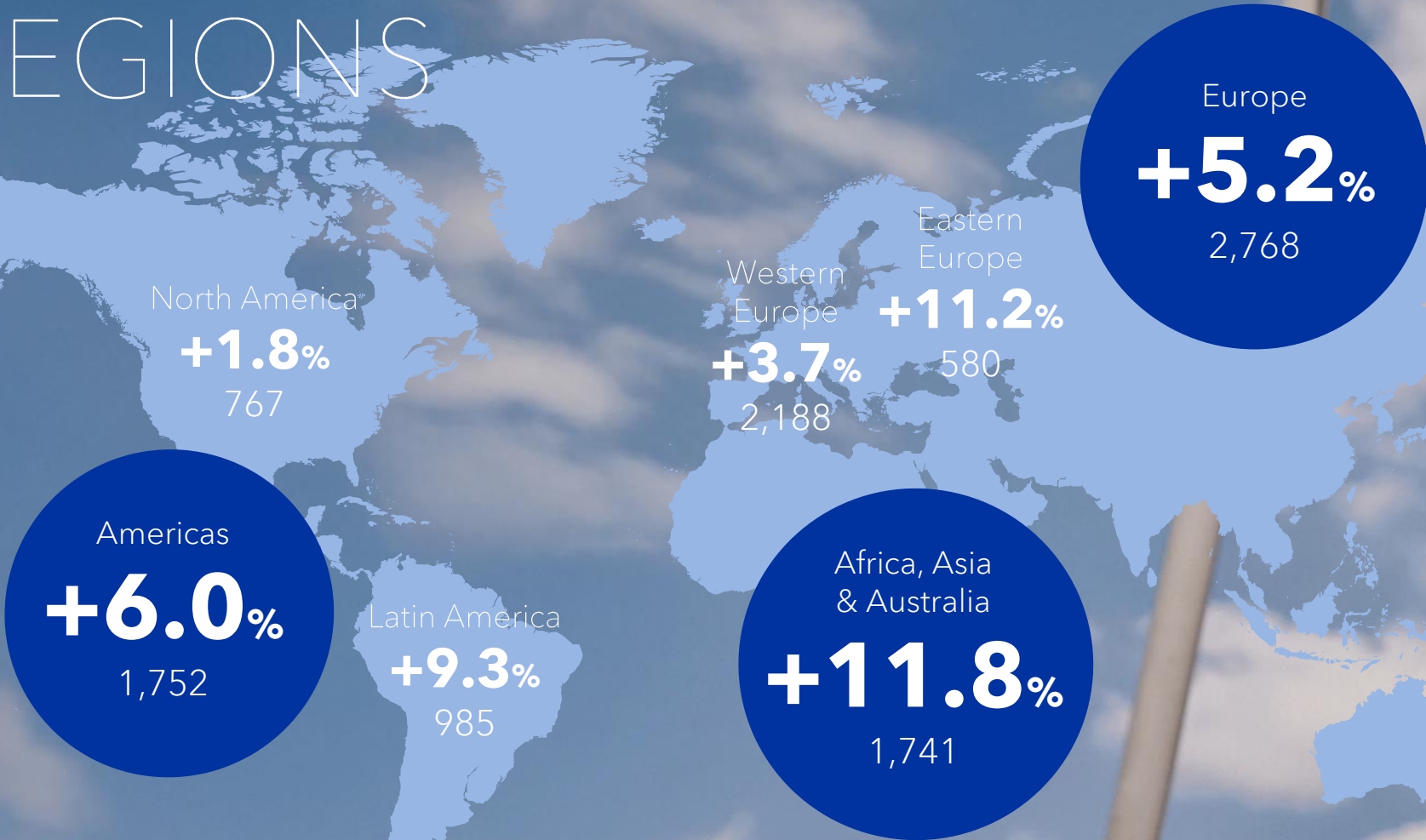


TESA
+3.5%



Organic sales growth; NIVEA includes Labello

CONSUMER REGIONS



WIN
CARE



9M

+3.1%

Q3

+3.5%

Organic sales growth



Beiersdorf

AUTOMOTIVE
MARKET UNDER PRESSURE

ELECTRONICS
PHASING

CONSUMER
DIY MODERATION

GUIDANCE 2024

Consumer

- Organic sales growth 6-8%
- EBIT margin +50bps vs. previous year

tesa

- Organic sales growth 2-5%
- EBIT margin at previous year's level



Total Group

- Organic sales growth 6-8%
- EBIT margin slightly above previous year's level

Note: Sales development is on an organic basis - profit development is based on ongoing operations (excluding special factors)

2023 data for reference (excluding special factors):

Consumer EBIT margin 12.9%
tesa EBIT margin 16.0%
Group EBIT margin 13.4%



WIN
CARE

Beiersdorf

THANK

YOU