

# Q1 2022 STATEMENT

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# Beiersdorf



# STRONG GROWTH IN A CHALLENGING ENVIRONMENT

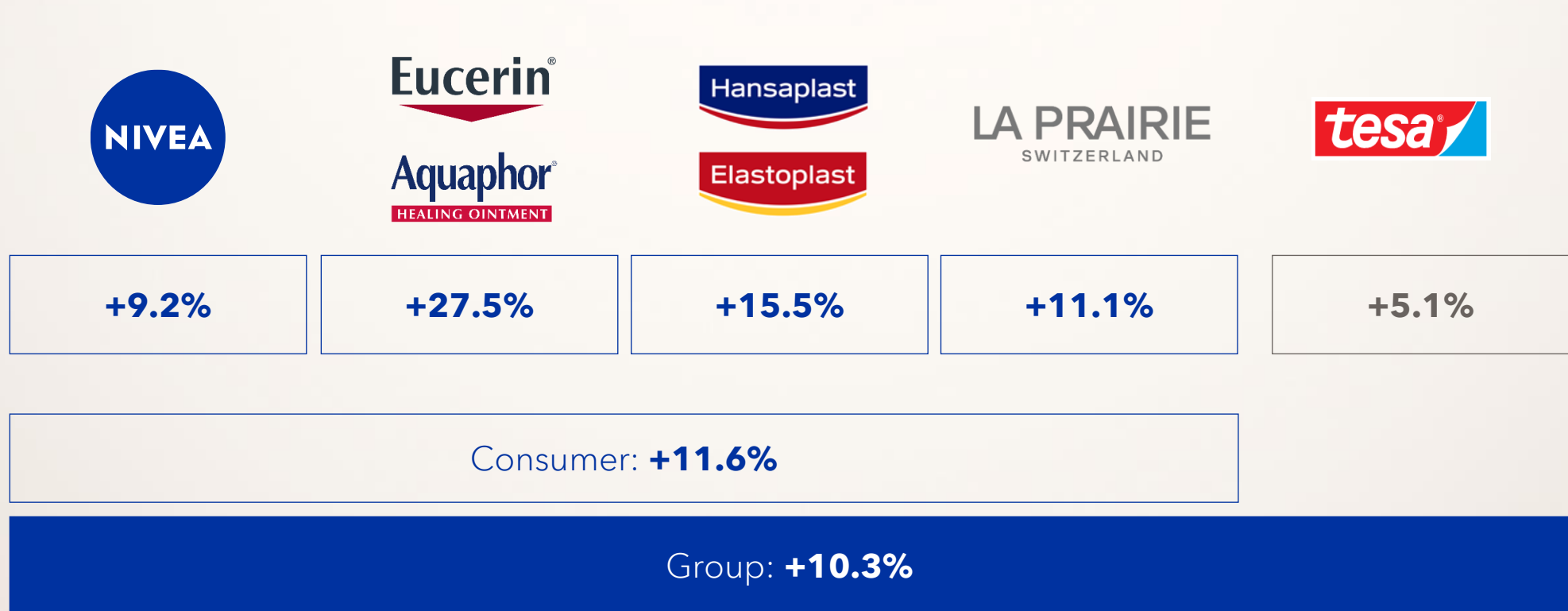
**Comeback of  
"COVID Categories"**

**Outperformance  
in the Americas**

**Market share  
gains**



# EXCELLENT START INTO THE YEAR



Organic sales development

# ACCELERATING MOMENTUM IN Q1



**NIVEA**

**NET SALES:  
+9.2%\***

**RECOVERY OF  
COVID CATEGORIES**

**GAINING MARKET SHARES  
IN ALL REGIONS**

# OUTPERFORMING COMPETITION

**Eucerin**<sup>®</sup>

**Aquaphor**<sup>®</sup>

HEALING OINTMENT

**NET SALES:  
+27.5%\***

**STRONG DEMAND  
GLOBALLY**

**INNOVATION REMAINS  
KEY DRIVER**

\*Organic sales development



# GROWTH DESPITE UPCOMING RESTRICTIONS

**LA PRAIRIE**  
SWITZERLAND

**NET SALES:**  
**+11.1%\***

**STRONG REBOUND IN  
NORTH AMERICA**

**EXTENSION OF CHINA  
SUCCESS STORY**



\*Organic sales development



C.A.R.E.+

Superior execution of  
C.A.R.E.+ leverages our  
margin drivers

**Pricing**

**Category Mix**

**Efficiencies**

Win with  
**Skin Care**



**Digital**  
Transformation

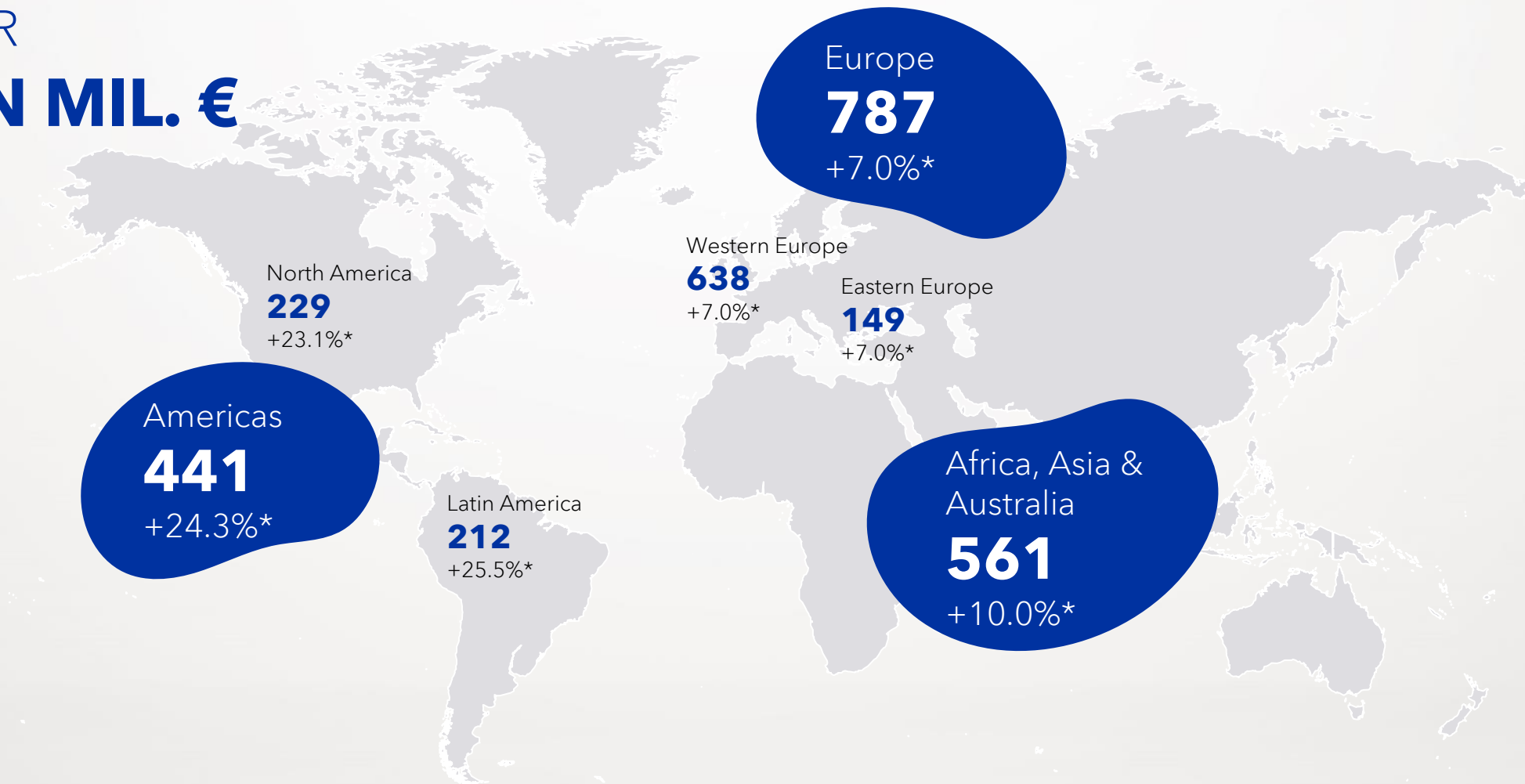
# FINANCIALS

ASTRID  
HERMANN



Sales	Jan. - Mar. 2021	Jan. - Mar 2022	Change	
	Mil. €	Mil. €	Nominal	Organic
Consumer	1,548	1,789	+15.6%	+11.6%
tesa	397	426	+7.4%	+5.1%
<b>Group</b>	1,945	2,215	+13.9%	+10.3%

# CONSUMER SALES IN MIL. €



\* Organic growth

SALES RESULTS Q1 2022 - TESA  
Organic sales growth in %

TESA SALES  
**+5.1%**



# GUIDANCE FY 2022

## Consumer

- Organic sales growth mid-single digit
- EBIT margin slightly above previous year



## tesa

- Organic sales growth low to mid-single digit
- EBIT margin noticeably below previous year's level



## Total Group

- Organic sales growth mid-single digit
- EBIT margin at previous year's level

## 2021 data for reference (excluding special factors):

- Consumer EBIT 12.1%
- tesa EBIT 16.9%
- Group EBIT 13.0%

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



**Q&A**