

## Beiersdorf continues on its profitable growth path

- Group sales up 6.0%
- Consumer lifts sales by 5.6%
- tesa achieves sales growth of 7.8%
- Guidance for 2018 confirmed

**Hamburg, October 30, 2018** – Beiersdorf AG, Hamburg, continued on its profitable growth path during the first nine months of the current financial year. Group sales climbed organically by 6.0%. At €5.402 billion, nominal sales were up 2.3% on the previous year's figure of €5.281 billion.

"We promised profitable growth. And we have delivered. Both Consumer and tesa have posted strong growth rates over recent years. We continued this successful path in the first nine months of 2018 with significant sales increases that outperformed the market and with further gains in market shares. Our business strategy has made Beiersdorf an internationally successful and highly competitive company. We therefore have every reason for optimism about the future of our company," said Stefan F. Heidenreich, CEO of Beiersdorf AG.

### Group Sales Performance

(IN € MILLION)

	Jan. 1 – Sept. 30, 2017	Jan. 1 – Sept. 30, 2018	Change (in %)	
			nominal	organic
Europe	2,714	2,801	3.2	4.5
Americas	955	912	-4.5	3.1
Africa/Asia/Australia	1,612	1,689	4.8	10.4
<b>Total</b>	<b>5,281</b>	<b>5,402</b>	<b>2.3</b>	<b>6.0</b>

Group sales climbed organically by 6.0% in the reporting period. At €5.402 billion, nominal Group sales were up 2.3% year on year (previous year: €5.281 billion). Acquisition-driven structural changes led to an increase in sales of 0.4 percentage points. Exchange rate effects had a negative effect on sales performance, resulting in a decrease of 4.1 percentage points.

### Consumer Sales Performance

(IN € MILLION)

	Jan. 1 – Sept. 30, 2017	Jan. 1 – Sept. 30, 2018	Change (in %)	
			nominal	organic
<b>Europe</b>	<b>2,185</b>	<b>2,253</b>	<b>3.1</b>	<b>4.7</b>
Western Europe	1,756	1,821	3.7	4.6
Eastern Europe	429	432	0.7	4.9
<b>Americas</b>	<b>813</b>	<b>754</b>	<b>-7.2</b>	<b>1.5</b>
North America	311	316	1.7	8.1
Latin America	502	438	-12.8	-2.6
<b>Africa/Asia/Australia</b>	<b>1,338</b>	<b>1,388</b>	<b>3.7</b>	<b>9.8</b>
<b>Total</b>	<b>4,336</b>	<b>4,395</b>	<b>1.4</b>	<b>5.6</b>

The **Consumer** Business Segment achieved strong organic sales growth of 5.6% in the reporting period. In nominal terms, sales rose by 1.4% to €4.395 billion against the prior-year figure of €4.336 billion.



Eucerin

la prairie

Hansaplast

tesa

## Brands

**NIVEA** sales were up 2.7%. The **Derma** business unit, which includes the Eucerin and Aquaphor brands, ended the first nine months of the year with sales up by 6.3%. Sales at **Healthcare**, which includes the Hansaplast and Elastoplast brands, were 1.3% lower than the prior-year level. **La Prairie** once again achieved a substantial hike in growth of 46.7%.

## Europe

Organic sales in the **Europe** region grew by 4.7%. At €2.253 billion, nominal sales were up 3.1% on the previous year's figure of €2.185 billion. In **Western Europe**, there was a 4.6% increase in sales. In **Eastern Europe**, sales growth reached 4.9%.

## Americas

Organic sales in the **Americas** region rose by 1.5% year on year. At €754 million, nominal sales were down 7.2% on the prior-year figure of €813 million due to negative exchange rate effects. **North America** experienced strong sales growth of 8.1%. In **Latin America**, overall sales were down 2.6% on the same period of the previous year.

## Africa/Asia/Australia

The **Africa/Asia/Australia** region recorded a substantial rise in sales of 9.8%. In nominal terms, sales rose by 3.7% to €1.388 billion against the prior-year figure of €1.338 billion.

## tesa Sales Performance

(IN € MILLION)

	Jan. 1 – Sept. 30, 2017	Jan. 1 – Sept. 30, 2018	Change (in %)	
			nominal	organic
Europe	529	548	3.6	3.8
Americas	142	158	11.0	12.0
Africa/Asia/Australia	274	301	10.0	13.5
<b>Total</b>	<b>945</b>	<b>1,007</b>	<b>6.6</b>	<b>7.8</b>

**tesa** has recorded substantial sales gains in 2018 against an already strong prior-year period. In organic terms, tesa grew by a sizable 7.8% in the first nine months of the year. Acquisition-driven structural changes led to an increase in sales of 1.8 percentage points. Exchange rate effects had a negative effect on sales performance, resulting in a decrease of 3.0 percentage points. Nominal sales rose by 6.6% to €1.007 billion against the prior-year figure of €945 million.

## Group net assets and financial position

There were no significant changes in the Group's net assets and financial position in the reporting period compared with December 31, 2017.



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## Forecast for 2018

Beiersdorf anticipates sales growth in the **Consumer** Business Segment of around 5% in financial year 2018. The EBIT margin from operations is expected to slightly exceed the prior-year figure.

In the **tesa** Business Segment, sales growth of 5–6% is predicted for 2018. The EBIT margin from operations is expected to be slightly below the prior-year figure.

Based on the forecasts for the two business segments, Beiersdorf expects **Group** sales growth of around 5%, with the consolidated EBIT margin from operations on a par with the prior-year level.

## About Beiersdorf AG

Beiersdorf AG is a leading provider of innovative, high-quality skin care products and has over 135 years of experience in this market segment. The Hamburg-based company has about 19,000 employees worldwide and is listed on the DAX, the German benchmark equities index. Beiersdorf generated sales of €7.1 billion in financial year 2017. Its product portfolio comprises strong, international leading skin and body care brands including NIVEA – the world's largest skin care brand\* – Eucerin, Hansaplast/Elastoplast, and La Prairie. Millions of people around the world choose these Beiersdorf brands every day for their innovative, high-quality products. Further renowned brands such as Labello, Florena, 8x4, Hidrofugal, arix, Aquaphor, SLEK, and Maestro round off the extensive portfolio. Beiersdorf's wholly owned affiliate tesa SE, another globally leading manufacturer in its field, supplies self-adhesive products and system solutions to industry, craft businesses, and consumers.

\* Source: Euromonitor International Limited; NIVEA by umbrella brand name in the categories Body Care, Face Care, and Hand Care; in retail value terms, 2017.

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