

HALF-YEAR REPORT 2022

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Beiersdorf



STRONG HALF-YEAR PERFORMANCE

GROUP

+10.5%

ORGANIC SALES GROWTH

15.9%*

EBIT MARGIN

CONSUMER

+11.7%

ORGANIC SALES GROWTH

TESA

+5.4%

ORGANIC SALES GROWTH

*Excluding special factors

BROAD-BASED MOMENTUM CONTINUES IN Q2



Organic sales development

NIVEA OUTPERFORMS THE SKIN AND PERSONAL CARE MARKETS



+13.2%

Q2 organic sales growth

Skin Care: strong sales growth and market share gains across the portfolio

Personal Care: significant growth in Deo and Shower



STRONG REGIONAL PERFORMANCE

NIVEA

WESTERN EUROPE

- Double-digit sales growth in Q2
- Strong growth across main categories
- NIVEA Luminous sales doubled
- Substantial market share gains

LATIN AMERICA

- Ongoing success with broad-based sales growth
- Sun Care sales more than doubled
- Face category delivers superior growth

NORTH AMERICA: OUR PORTFOLIO DELIVERS



*Organic sales development in Q2

NORTH AMERICA: OUR PORTFOLIO DELIVERS

- Accelerated client data strategy
- Outperforming the market – double-digit growth
- Significant launch contribution to sales growth

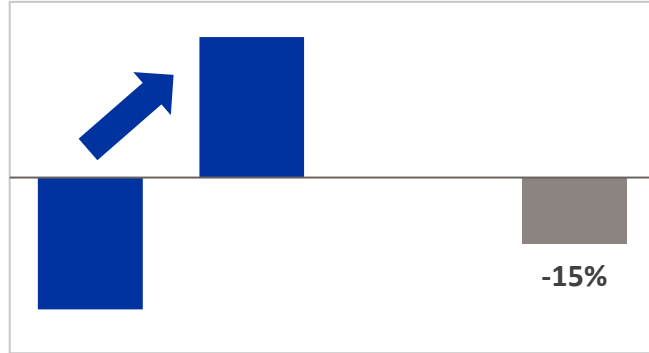


- Significant market share gains
- Outperforming competition both online and offline - across all sub-categories
- Launch of Eucerin Sun above expectations



CHINA: STRONG RECOVERY AFTER LOCKDOWNS

LA PRAIRIE
SWITZERLAND



Apr/May June/July Q2
Sales Growth La Prairie: Domestic China + Travel Retail China

- Strong impact of April/May lockdowns in Beijing & Shanghai not compensated by Tmall performance
- Immediate recovery in June/July despite Covid-related constraints (systematic PCR tests)
- Q3 China growth expected to be double-digit also due to JD.com partnership and new B&M doors





UNLOCK WHITE SPOTS

CHINA: OUTPERFORMING DESPITE LOCKDOWN

Eucerin[®]

+94%

Q2 sales growth Derma in China

- Eucerin fully on track in China with very strong sales growth
- Successful sell-out at 6.18 shopping festival
- Market share gains in Dermocosmetics

ICONIC WOUND CARE BRAND

100TH ANNIVERSARY HEALTHCARE



We are the trusted partner to provide best protection for everyday injuries

Double-digit growth in Q1 and Q2 confirms our strong market position

A modern advertisement for Hansaplast Green & Protect. It features a child climbing a tree with a bandage on their knee. The text 'PROTECT FROM INFECTION NOW MORE SUSTAINABLE' is prominently displayed. Below it, a shield icon says 'BLOCKS 99% OF BACTERIA'. A product box for 'Hansaplast GREEN & PROTECT' is shown, with '20 Strips' and 'eco FRIENDLY' labels. A 'NEW' badge is also present. At the bottom, there are small footnotes: '* Wound pad and backing', '** Electricity used in our production of the plaster from 100% renewable sources. Compensation of remaining emissions through certified afforestation project', and '*** Hansaplast plasters protect against dirt & bacteria'.

H1 2022

FINANCIALS

ASTRID
HERMANN

GROUP

	Jan. - June 2021	Jan. - June 2022	Change	
	Mil. €	Mil. €	Nominal	Organic
Sales	3,874	4,476	+15.5%	+10.5%
EBIT*	595	710		
Profit after tax*	425	515		
EBIT margin*	15.3%	15.9%		
Profit after tax margin*	11.0%	11.5%		
Earnings per share in €*	1.83	2.22		

*Excluding special factors

SEGMENTS

	Jan. - June 2021	Jan. - June 2022	Change	
	Mil. €	Mil. €	Nominal	Organic
Consumer				
Sales	3,101	3,638	+17.3%	+11.7%
EBIT*	436	550		
EBIT margin*	14.1%	15.1%		
tesa				
Sales	773	838	+8.4%	+5.4%
EBIT*	159	160		
EBIT margin*	20.5%	19.1%		

*Excluding special factors

CONSUMER

Organic sales growth in %





CONSUMER
BRANDS

NIVEA

DERMA

HEALTHCARE

LA PRAIRIE



Q2 2022

+13.2%

+25.6%

+14.3%

-7.4%

H1 2022

+11.2%

+26.6%

+14.9%

+1.8%

Organic growth

CONSUMER SALES IN MIL. €



* Organic growth

CONSUMER GROSS MARGIN

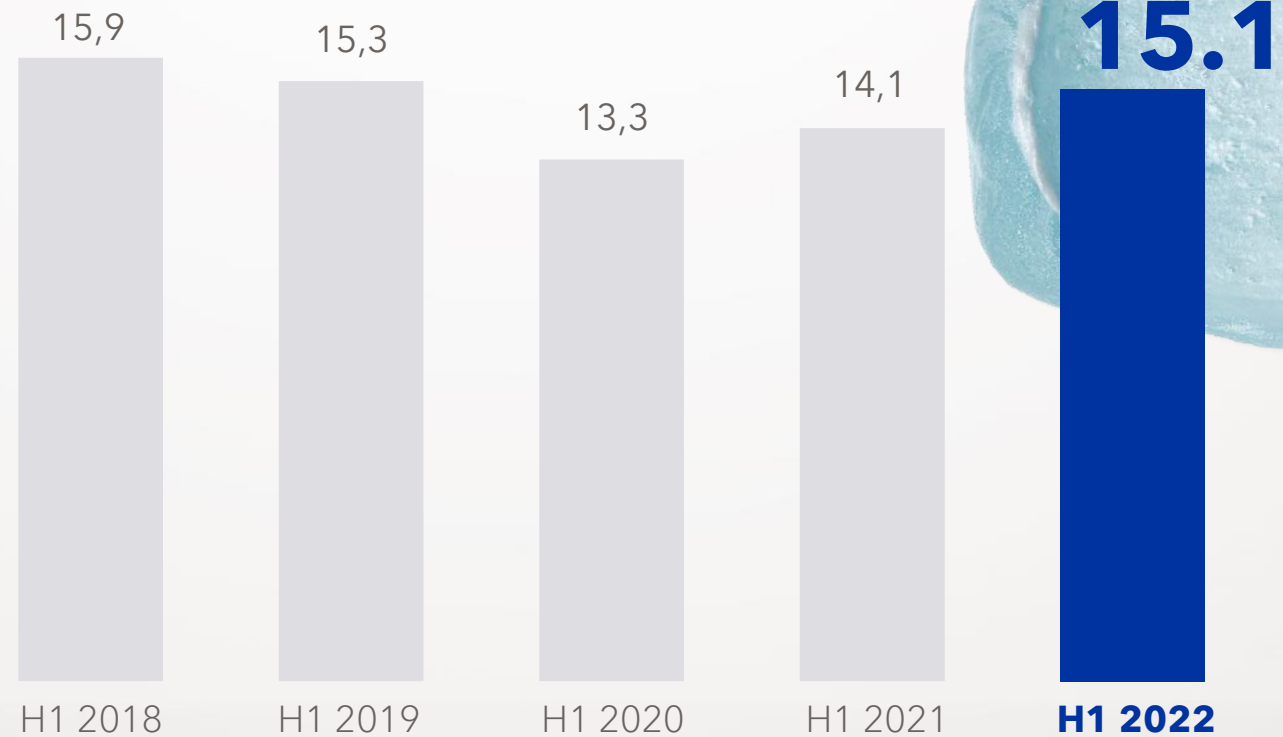
In % of consumer sales



@FX avg. 2021

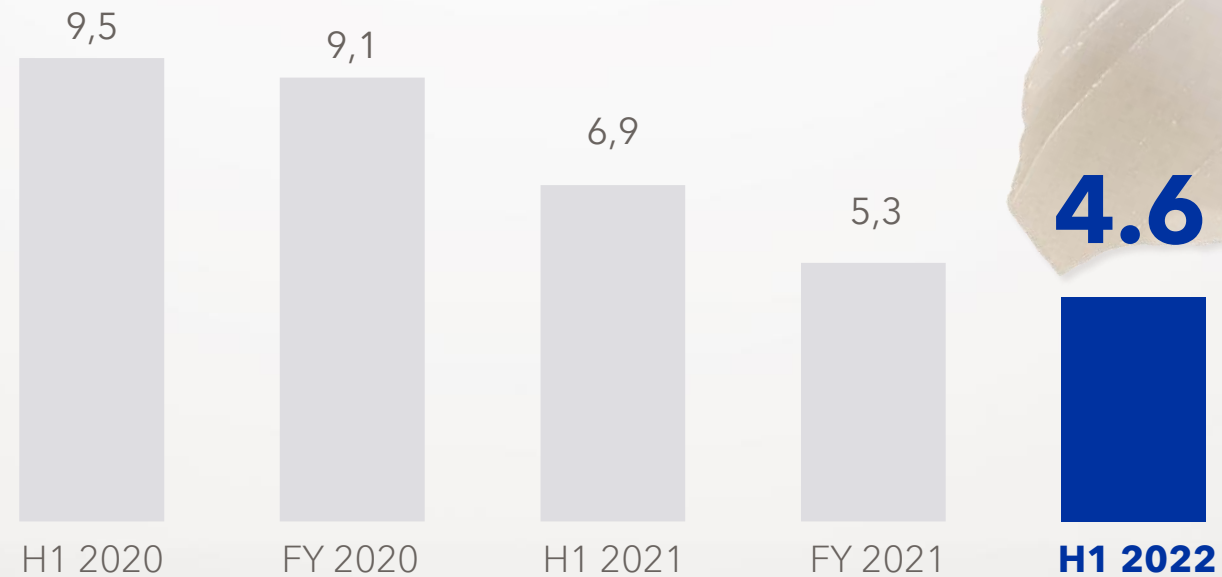
CONSUMER EBIT MARGIN

In % of consumer sales
Excluding special factors



CONSUMER WORKING CAPITAL

In % of consumer sales
(12-months rolling)



@FX avg. 2021

TESA DEFIES LOCKDOWNS

- The **Electronics business** in Greater China and Asia Pacific **grew despite lockdown** situation
- In June, the **China region** increased sales by **+30%**
- Strong **management of global supply** constraints delivers competitive edge



ORGANIC
SALES GROWTH

H1: +5.4%

Q2: +5.7%



PROTECTING AGAINST GAS SHORTAGES

- Exposure for **German production sites** reduced after implementing preemptive measures
- **Backup solutions** are in place
- Remaining risks:
 - **Investment cost** and **cost of operations** linked to backup solutions
 - **Suppliers might be affected** more severely

GUIDANCE FY 2022

Consumer

- Organic sales growth mid-single digit (upper end)
- EBIT margin slightly above previous year



tesa

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



2021 data for reference (excluding special factors):

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

Total Group

- Organic sales growth mid-single digit (upper end)
- EBIT margin at previous year's level



**THANK
YOU**