



Beiersdorf

RESULTS FY 2015

February 17, 2016

DISCLAIMER

Some of the statements made in this presentation contain forward-looking information that involve a number of risks and uncertainties.

Such statements are based on a number of assumptions, estimates, projections or plans that are inherently subject to significant risks, as well as uncertainties and contingencies that are subject to change. Actual results can differ materially from those anticipated in the Company's forward-looking statements as a result of a variety of factors, including those set forth from time to time in the Company's press releases and reports and those set forth from time to time in the Company's analyst calls and discussions. We do not assume any obligation to update the forward-looking statements contained in this presentation.

This presentation does not constitute an offer to sell or a solicitation or offer to buy any securities of the Company, and no part of this presentation shall form the basis of or may be relied upon in connection with any contract or commitment. This presentation is being presented solely for your information and is subject to change without notice.

AGENDA

Full-Year Results 2015

Blue Agenda

Financials

Outlook 2016

Q&A

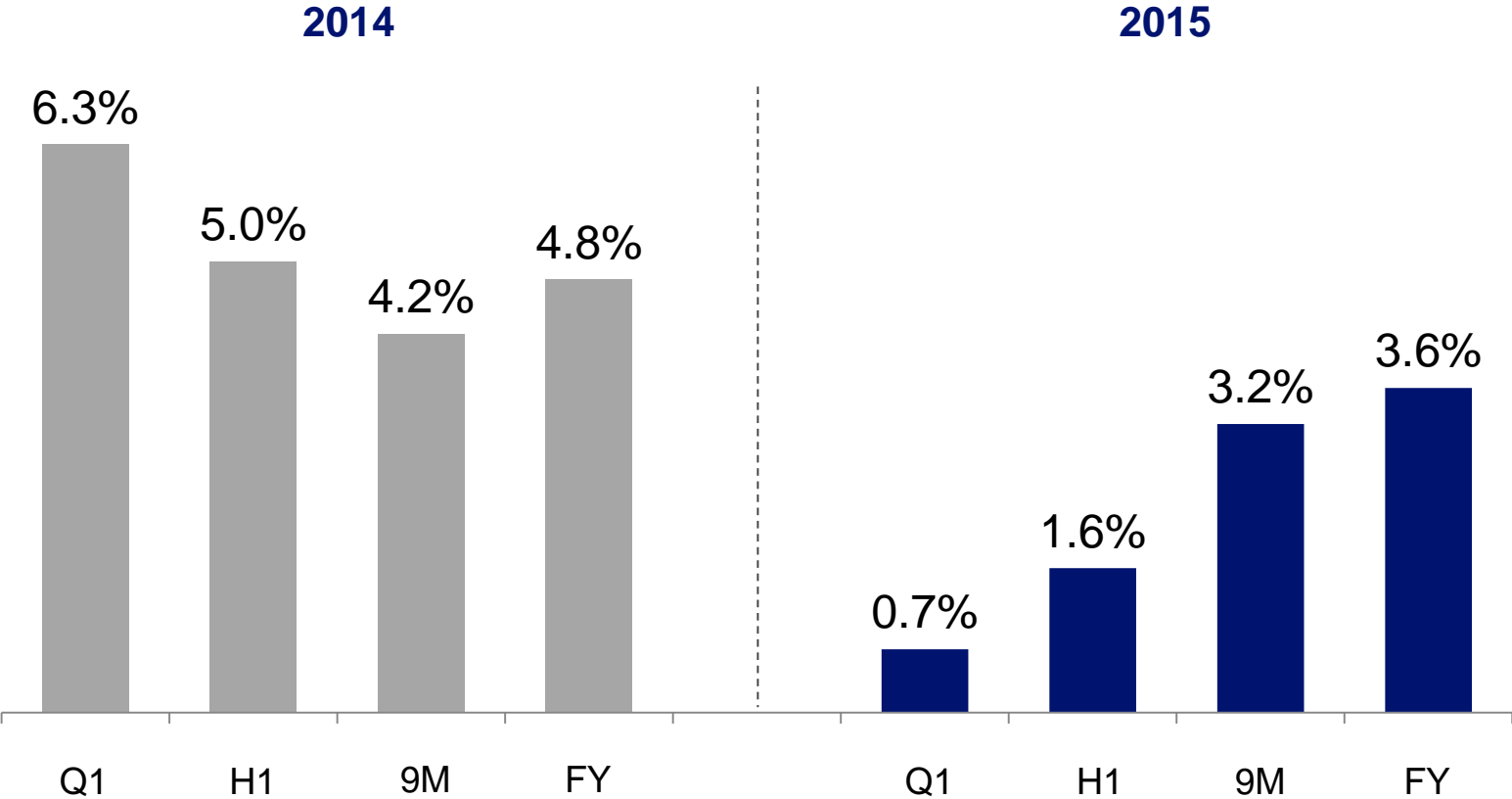
KEY FIGURES – GROUP

	Jan. – Dec. 2014	Jan. – Dec. 2015	Change	
	mill. €	mill. €	<i>nominal</i> in %	<i>like-for-like</i> in %
Sales	6,285	6,686	6.4	3.0
EBIT	796	962		
Profit after Tax	537	671		
Earnings per Share in €	2.33	2.91		
EBIT*	861	962		
Profit after Tax*	581	671		
EBIT Margin*	13.7%	14.4%		
Profit after Tax Margin*	9.2%	10.0%		
Earnings per Share in €*	2.53	2.91		

* Excluding special factors.

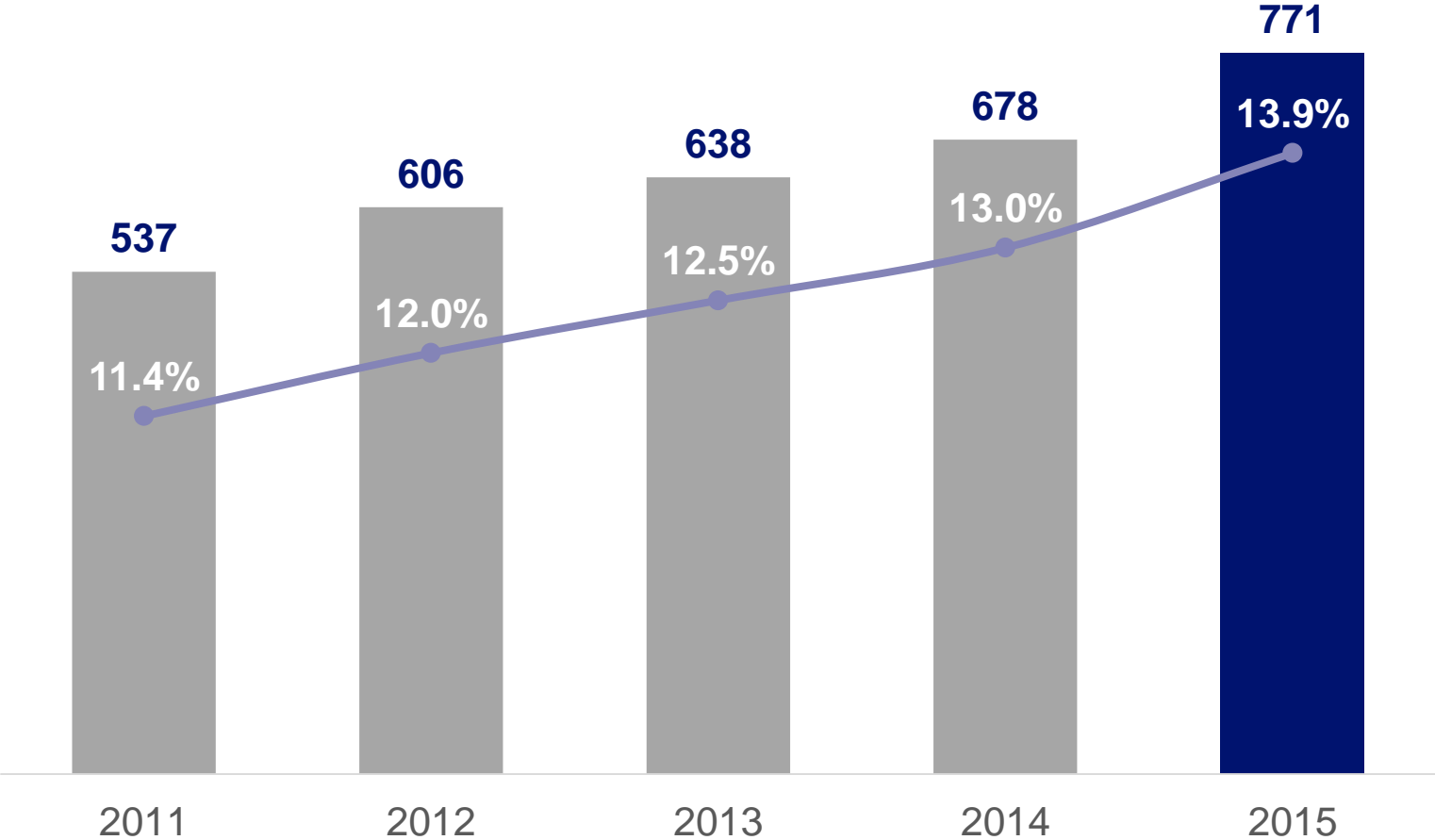
CONSUMER SALES GROWTH

(Sales growth in % on a like-for-like basis)



CONSUMER EBIT

(in mill. € / % of sales, excluding special factors)



CONSUMER SALES PER REGION

	Jan. – Dec. 2014	Jan. – Dec. 2015	Change	
	mill. €	mill. €	<i>nominal</i> in %	<i>like-for-like</i> in %
Western Europe	2,244	2,281	1.7	-0.3
Eastern Europe	555	535	-3.5	7.9
North America	349	426	22.0	3.9
Latin America	624	650	4.1	10.9
A/A/A	1,437	1,654	15.1	4.8
Total Consumer	5,209	5,546	6.5	3.6

KEY FIGURES – tesa

	Jan. – Dec. 2014	Jan. – Dec. 2015	Change	
	mill. €	mill. €	<i>nominal</i> in %	<i>like-for-like</i> in %
Sales	1,076	1,140	5.9	0.4
EBIT*	183	191		
EBIT Margin*	17.0%	16.8%		

* Excluding special factors.

BLUE AGENDA

BLUE AGENDA

Blue »
Agenda

We will be the No. 1 Skin Care company in our relevant categories and markets.

We Are Skin Care
Closest to Markets

We are small and act with maximum focus, speed and efficiency.

Fast & Flexible
Lean & Efficient

We combine leading brands, big innovations and world-class advertising.

Leading Brands
Big Innovations
World-Class Advertising
Shopper Connectivity

We are Beiersdorf ... we are unique!

One Team
Top Talent
Values & Culture



KEY DRIVERS

- Brand
- Innovation
- Markets
- People

BRAND



INNOVATION



MEN Creme



Care



Black & White

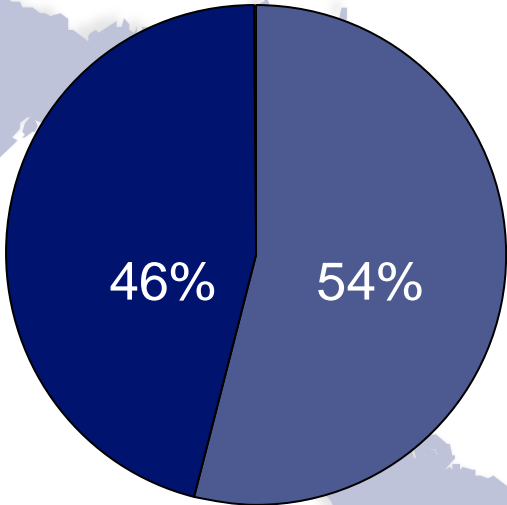
2016 INNOVATION



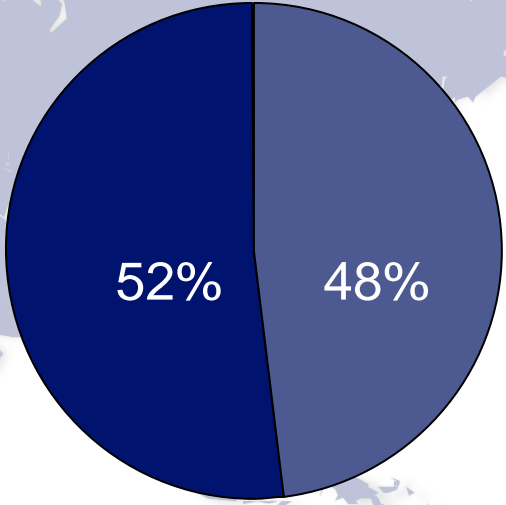
Protect & Care

MARKETS

Share of Total Consumer Sales*



2011



2015

- Eastern Europe, Latin America, A/A/A
- Western Europe, North America

* Based on Consumer like-for-like sales.

AGENDA

Full-Year Results 2015

Blue Agenda

Financials

Outlook 2016

Q&A

KEY FIGURES – GROUP

	Jan. – Dec. 2014	Jan. – Dec. 2015	Change	
	mill. €	mill. €	<i>nominal</i> in %	<i>like-for-like</i> in %
Sales	6,285	6,686	6.4	3.0
EBIT	796	962		
Profit after Tax	537	671		
Earnings per Share in €	2.33	2.91		
EBIT*	861	962		
Profit after Tax*	581	671		
EBIT Margin*	13.7%	14.4%		
Profit after Tax Margin*	9.2%	10.0%		
Earnings per Share in €*	2.53	2.91		

* Excluding special factors.

REGIONAL GROUP RESULTS

	Sales				EBIT*				
	2014	2015	Change		2014	2015	Change		
	mill. €	mill. €	<i>Nominal like-for-like</i>		mill. €	<i>Margin</i>	mill. €	<i>Margin</i>	<i>Nominal</i>
			in %	in %		in %		in %	in %
Europe	3,421	3,447	0.8	1.3	589	17.2	618	17.9	4.8
Americas	1,116	1,243	11.4	8.1	80	7.1	104	8.4	30.4
A/A/A	1,748	1,996	14.1	3.1	192	11.0	240	12.0	24.8
Group	6,285	6,686	6.4	3.0	861	13.7	962	14.4	11.6

* Excluding special factors.

tesa BUSINESS 2015

Automotive



Electronics



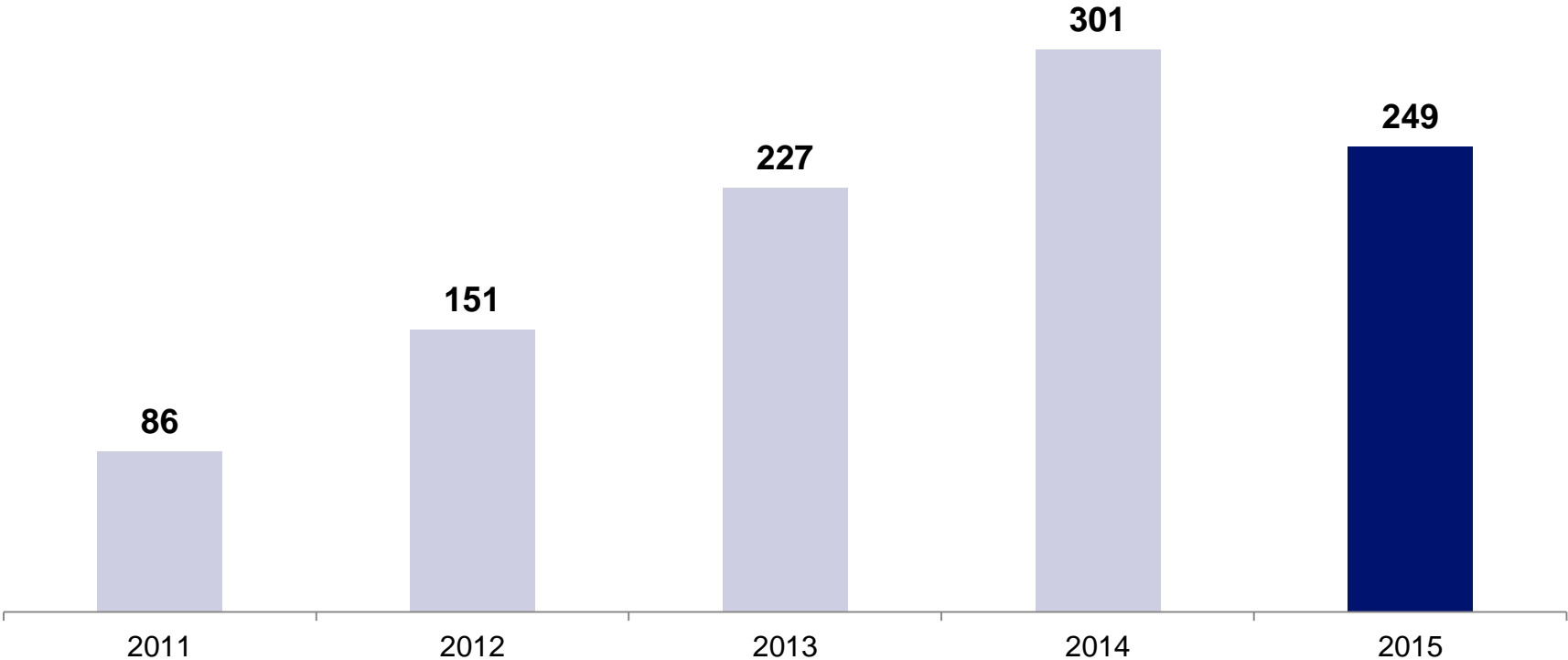
Consumer



- Sales growth and operating EBIT margin stable despite slowdown in key markets
- Americas region contributing to growth while Asia softer due to the strong generation of project-based business in previous years
- tesa strengthened its market leadership with innovations in the Bond & Detach line for smartphone batteries
- New version of ACXplus high-performance tape adding value for customers in the automobile industry
- New tesa headquarters with integrated R&D and technology center close to Hamburg Airport to create synergies across functions

CAPITAL EXPENDITURES

(in mill. €)



GUIDANCE 2016

Sales development on a like-for-like basis
Profit development on an operative basis

Consumer

- Sales growth 3-4%
- EBIT margin slightly above previous year



tesa

- Sales growth 2-4%
- EBIT margin similar to last year's level



Total Group

- Sales growth 3-4%
- EBIT margin slightly above previous year
- PAT margin slightly above previous year

2015 data for reference*:

- Consumer EBIT 13.9%
- tesa EBIT 16.8%
- Group EBIT 14.4%
- Group Profit After Tax Margin 10.0%

* Excluding special factors

Questions and Answers

INVESTOR RELATIONS CONTACT

Beiersdorf Website

www.Beiersdorf.com

IR-Hotline

Tel: +49 (0) 40 4909 5000

Fax: +49 (0) 40 4909 18 5000

Email: Investor.Relations@Beiersdorf.com