



# Beiersdorf

## 2014 PRELIMINARY SALES FIGURES

January 15<sup>th</sup>, 2015

# SALES PER BUSINESS SEGMENT

	Jan. – Dec. 2013	Jan. – Dec. 2014	Change	
	mill. €	mill. €	<i>nominal</i> in %	<i>like-for-like</i> in %
Consumer	5,103	5,209	2.1	4.8
tesa	1,038	1,076	3.7	4.4
<b>Total Group</b>	<b>6,141</b>	<b>6,285</b>	<b>2.3</b>	<b>4.7</b>

# CONSUMER SALES PER REGION

	Jan. – Dec. 2013	Jan. – Dec. 2014	Change		Allocation
	mill. €	mill. €	<i>nominal</i> in %	<i>like-for-like</i> in %	in %
Western Europe	2,196	2,244	2.2	1.5	43.1
Eastern Europe	591	555	-6.2	3.6	10.6
North America	334	349	4.3	4.6	6.7
Latin America	616	624	1.4	7.1	12.0
A/A/A	1,366	1,437	5.2	9.6	27.6
<b>Total Consumer</b>	<b>5,103</b>	<b>5,209</b>	<b>2.1</b>	<b>4.8</b>	<b>100.0</b>

# HOW TO CONTACT INVESTOR RELATIONS

## **Beiersdorf Website**

[www.Beiersdorf.com](http://www.Beiersdorf.com)

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