

# Beiersdorf grows further in challenging environment

## Sales and earnings increase in first half-year 2016

- Group sales rise 2.8%
- Consumer sales increase by 3.3%
- tesa sales slightly up on the prior year
- Group EBIT margin improves to 15.3%
- Guidance for 2016 confirmed – approach remains cautious

**Hamburg, August 4, 2016** – Beiersdorf continued its upward trend in the first six months of 2016. Group sales increased organically by 2.8%. At €3.358 billion, nominal sales were down 1.3% from €3.402 billion due to negative exchange rate effects. Group EBIT excluding special factors rose from €508 million to €513 million. The EBIT margin continued to improve, reaching 15.3% compared with last year's 14.9%. This was despite poor macroeconomic conditions in many markets. For the full year, Beiersdorf remains cautiously optimistic and confirms its guidance.

“Beiersdorf is continuing on its profitable growth path. Once again, we were able to increase sales and profits, gaining market shares and defying a challenging market environment,” said Stefan F. Heidenreich, CEO of Beiersdorf AG. “The current economic and political developments across the world have increased both overall consumer uncertainty and competitive pressure. Being successful in such an environment is not a given. Beiersdorf continues to concentrate on its core strengths: its brands, its innovation capacity and expanding its presence in emerging markets. Overall, we are cautiously optimistic about the full year.”

## Group sales performance

GROUP SALES (IN € MILLION)	Jan. 1–June 30, 2015	Jan. 1–June 30, 2016	Change (in %)	
			nominal	organic
Europe	1,796	1,803	0.4	3.2
Americas	608	574	-5.6	2.0
Africa/Asia/Australia	998	981	-1.7	2.6
<b>Total</b>	<b>3,402</b>	<b>3,358</b>	<b>-1.3</b>	<b>2.8</b>

Organic Group sales in the first six months of 2016 rose 2.8% on the prior year. At €3.358 billion, nominal sales were down 1.3% on the previous year's figure of €3.402 billion. This decline was attributable to negative currency effects.

## Consumer Business Segment

CONSUMER SALES (IN € MILLION)	Jan. 1–June 30, 2015	Jan. 1–June 30, 2016	Change (in %)	
			nominal	organic
<b>Europe</b>	<b>1,475</b>	<b>1,466</b>	<b>-0.6</b>	<b>2.4</b>
Western Europe	1,206	1,207	0.0	1.4
Eastern Europe	269	259	-3.5	6.9
<b>Americas</b>	<b>525</b>	<b>491</b>	<b>-6.5</b>	<b>1.5</b>
North America	210	205	-2.6	-1.7
Latin America	315	286	-9.0	3.8
<b>Africa/Asia/Australia</b>	<b>827</b>	<b>841</b>	<b>1.7</b>	<b>6.3</b>
<b>Total</b>	<b>2,827</b>	<b>2,798</b>	<b>-1.0</b>	<b>3.3</b>

The **Consumer** Business Segment recorded organic sales growth of 3.3% in the first six months of the year. At €2.798 billion, nominal sales were down 1.0% on the previous year's figure of €2.827 billion due to exchange rate effects. EBIT in the Consumer Business Segment increased to €424 million (previous year: €410 million). The EBIT margin improved from 14.5% in the previous year to 15.1%.

All core brands contributed to this positive sales performance. **NIVEA** increased sales by 4.2%, **Eucerin** by 1.0%, and **La Prairie** by 6.2%.

## Europe

Sales in the **Europe** region grew by 2.4%. Sales in **Western Europe** were up 1.4% at the end of the first six months. Germany saw especially high growth. Beiersdorf again achieved strong growth of 6.9% in **Eastern Europe**, driven by a healthy performance in Russia.

## Americas

Sales in the **Americas** region grew by 1.5%. In **Latin America**, they were up 3.8%, mainly driven by Brazil and Mexico. By contrast, sales declined in Argentina. Sales in North America were down 1.7% on the strong prior-year period.

## Africa/Asia/Australia

Beiersdorf generated sales growth of 6.3% in the **Africa/Asia/Australia** region in the first half of 2016. Performance was especially strong in Japan and India. In China, sales were slightly down on the previous year.



## tesa Business Segment

tesa SALES (IN € MILLION)	Jan. 1–June 30, 2015	Jan. 1–June 30, 2016	Change (in %)	
			nominal	organic
Europe	321	337	4.9	7.2
Americas	83	83	0.2	5.3
Africa/Asia/Australia	171	140	–18.4	–15.1
<b>Total</b>	<b>575</b>	<b>560</b>	<b>–2.7</b>	<b>0.2</b>

Organic sales in the **tesa** Business Segment recorded a slight increase of 0.2% against the prior year despite a decline in the first quarter. At €560 million, nominal sales were down 2.7% on the previous year's figure of €575 million due to the negative impact of exchange rates and structural effects. EBIT declined to €89 million (previous year: €98 million). The EBIT margin was 16.0%, compared with the prior-year figure of 17.1%.

The sales trend remained stable thanks to the healthy performance of the industrial and consumer business in Europe and the Americas. In Asia, meanwhile, sales remained below the previous year's level due to continued weak demand from the electronics industry.

## Guidance 2016

Beiersdorf anticipates that the **Consumer** Business Segment will outperform the market with sales growth of 3–4%. The EBIT margin from operations is expected to slightly exceed the prior-year figure.

At **tesa**, sales growth is forecast to be slightly higher than in the previous year. The EBIT margin from operations is expected to be slightly below the prior-year level.

Based on the forecasts for the two business segments, Beiersdorf expects **Group** sales to grow by 3–4% in 2016. The consolidated EBIT margin from operations should slightly exceed the prior-year figure.

## About Beiersdorf AG

Beiersdorf AG is a leading provider of innovative, high-quality skin care products and has over 130 years of experience in this market segment. The Hamburg-based company has over 17,000 employees worldwide and is listed on the DAX, the German benchmark equities index. Beiersdorf generated sales of €6.7 billion in financial year 2015. NIVEA, the world's No.1 skin care brand\*, is the cornerstone of the company's brand portfolio, which also includes brands such as Eucerin, La Prairie, Labello, and Hansaplast/Elastoplast. 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 Body Care, Face Care and Hand Care categories; in retail value terms, 2014.

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