

# H1 RESULTS 2024

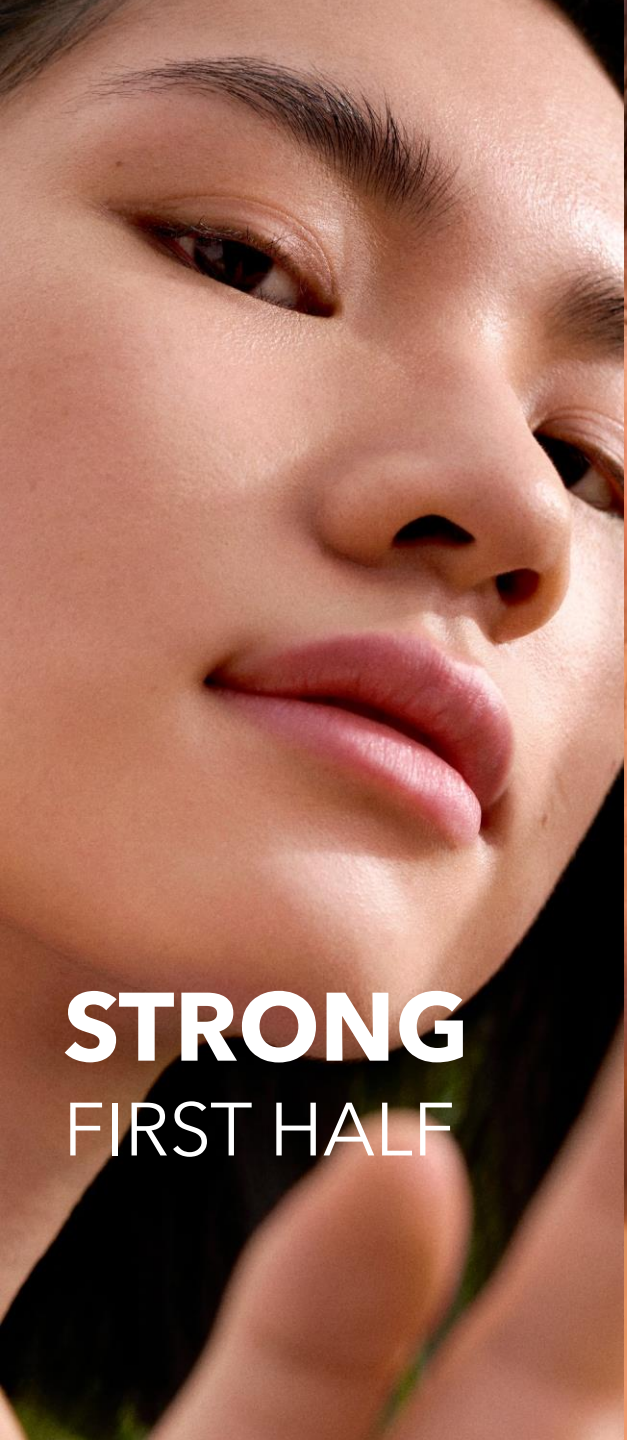
## Beiersdorf

Hamburg, August 7, 2024

Astrid Hermann, Vincent Warnery



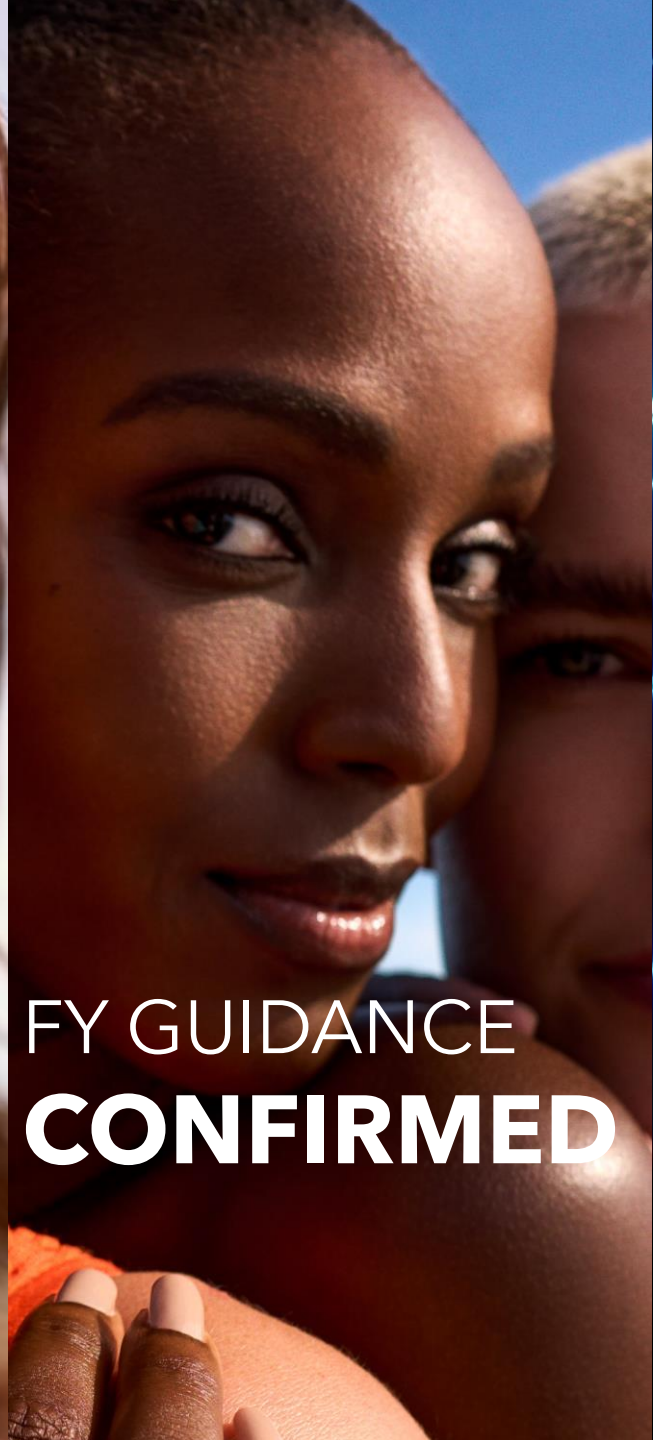




**STRONG**  
FIRST HALF



**OUTPERFORMING**  
THE MARKET



FY GUIDANCE  
**CONFIRMED**



**BREAKTHROUGH**  
**INNOVATION**



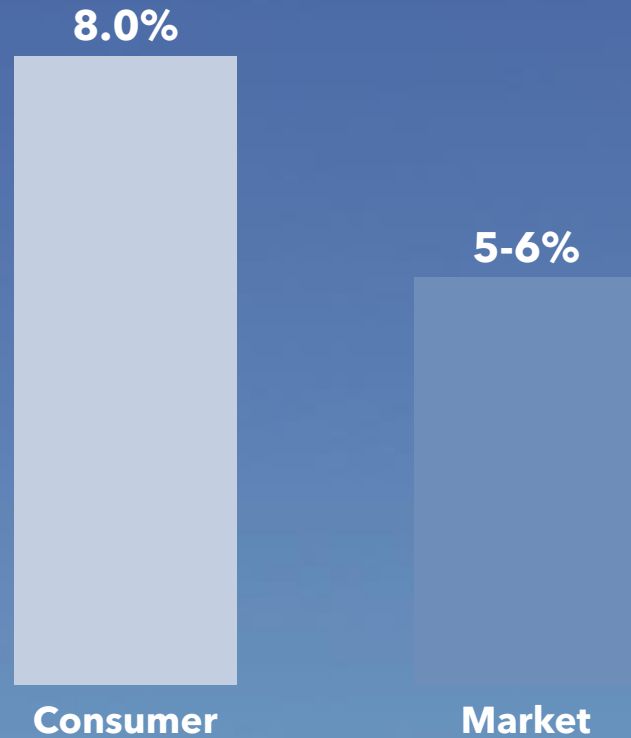
# BEIERSDORF OUTPERFORMS IN CHALLENGING MARKETS



	Consumer	tesa	Group
<b>H1</b> Organic sales growth	<b>+8.0%</b>	<b>+2.9%</b>	<b>+7.1%</b>

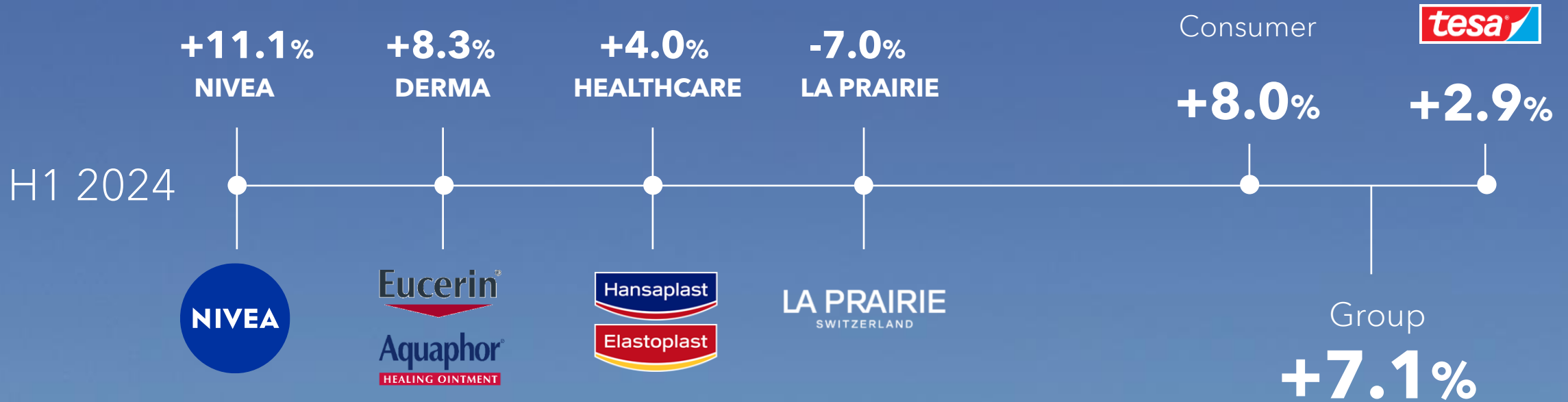
KEY FIGURES H1

# LEADING GROWTH IN THE BEAUTY INDUSTRY



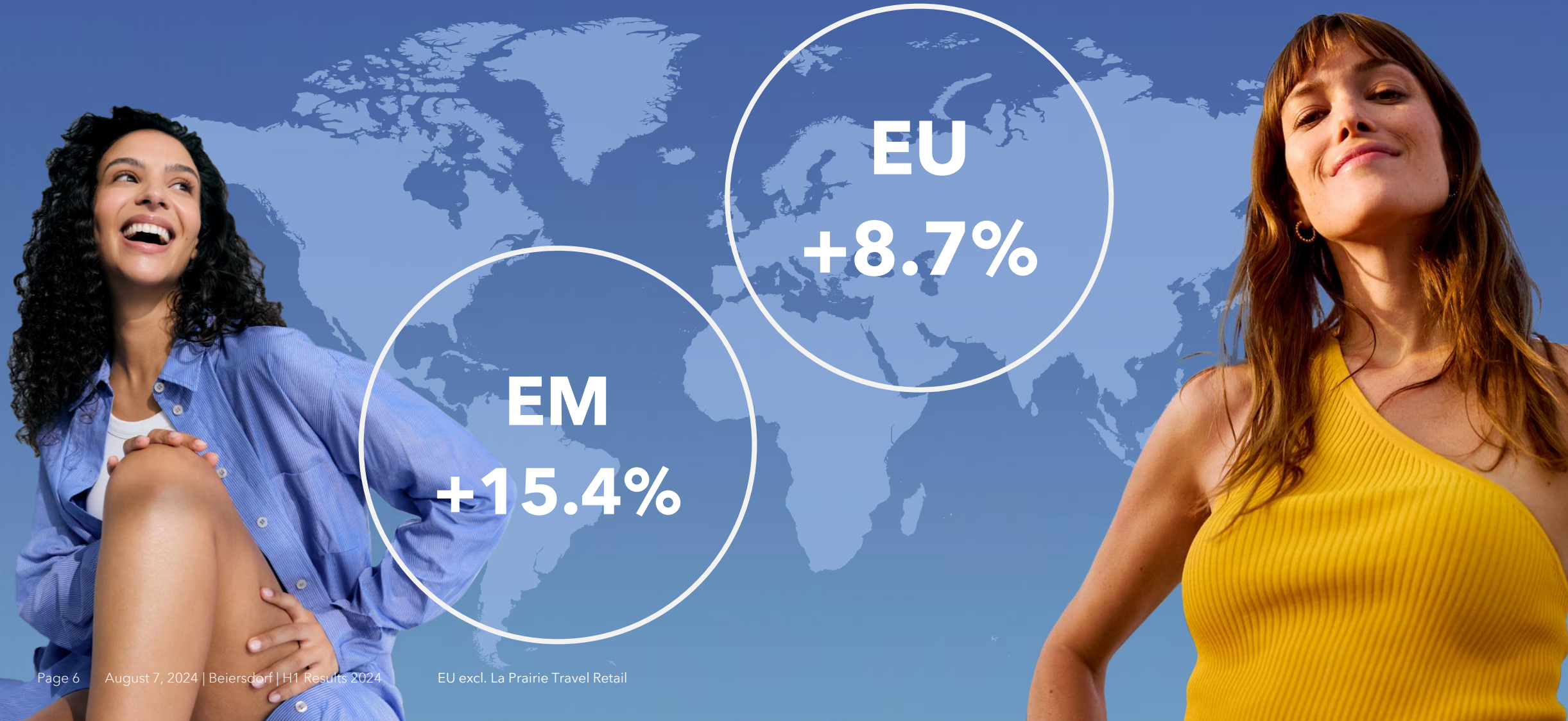


# ON TRACK TO DELIVER FULL YEAR GUIDANCE



REGIONAL EXPOSURE

# EU AND EM ENGINES OF GROWTH





REVIEW H1 2024

# E-COMMERCE DOUBLE-DIGIT GROWTH

+16%

**+88bps**

E-Commerce Share

REVIEW H1 2024 - SUN

# DOUBLE-DIGIT GROWTH NIVEA & EUCERIN SUN





REVIEW H1 2024

# STRONG GROWTH IN OUR BIGGEST COUNTRY



KEY FIGURES H1

# IMPRESSIVE GM EXPANSION ACROSS REGIONS





REVIEW H1 2024 - NIVEA

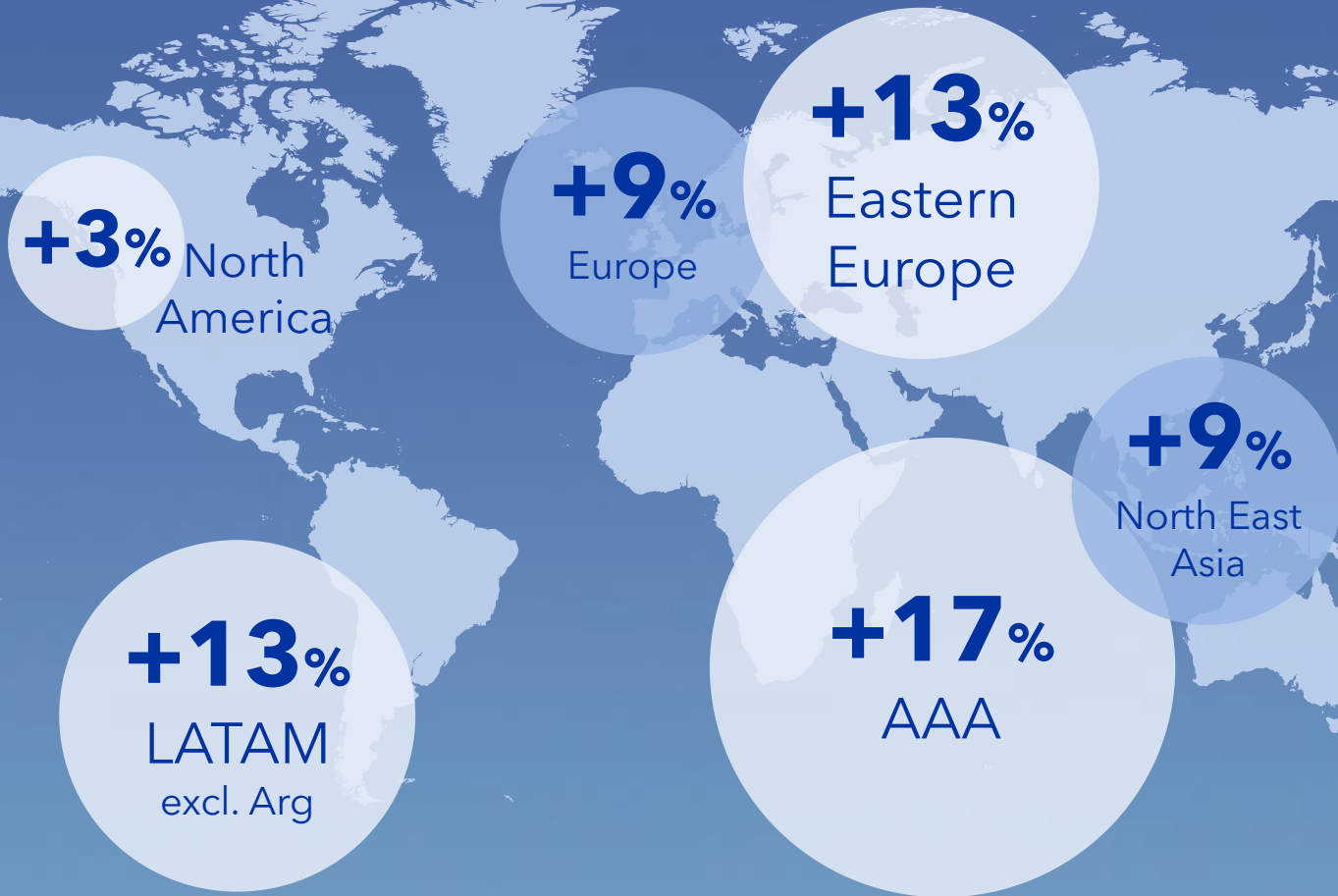
# NIVEA CONTINUED STELLAR PERFORMANCE



**Sales Growth**  
**H1+11.7%**  
Excl. Arg

 50% **Price**  
 50% **Volume**

# BROAD-BASED GROWTH ACROSS KEY REGIONS





REVIEW H1 2024 - NIVEA

# STRONG PERFORMANCE ACROSS CATEGORIES



**BODY**  
**+12%**

**DEO**  
**+19%**



**Luminous630**

**+49%**  
**H1**

**FACE CARE**  
**+12%**



# ACCELERATION IN JAPAN DOUBLE-DIGIT GROWTH



SUN  
+12%

LIP  
+47%

H1  
+10%





WIN WITH CARE

CONQUERING WHITE SPOTS

# INDIA IN FOCUS

1  
SEIZE THE  
POTENTIAL

**NIVEA** FACE  
PRESENT IN  
**40%**  
OF THE MARKET

**NIVEA**  
INDIA'S NO.1  
TRUSTED  
SKINCARE BRAND

**NIVEA**  
Q1  
2025

2  
LEVERAGE  
TRUST

3  
LAUNCH OF  
NIVEA FACE



WIN WITH CARE

SUSTAINABLE PRODUCT TRANSFORMATION

# NIVEA BODY RELAUNCH



WITH 100 % PURE  
HYALURON  
**NEW &  
IMPROVED  
FORMULA FOR  
BODY MILK**

VIA NEW  
PACKAGING  
**HELP TO  
REDUCE  
CO<sub>2</sub>e IMPACT BY  
~ 5,000 TONS  
BY 2025**

ROAD TO  
**NET  
ZERO  
2045**



REVIEW H1 2024 - NIVEA

# LUMINOUS SUCCESS

## CONTINUES WITH REGIONAL EXPANSION



**AWAITING REGISTRATION FOR  
CHINA DOMESTIC LAUNCH**



**INDIA 2025 LAUNCH WITH  
AFFORDABLE RANGE**



**GLOBAL EXTENSIONS  
LUMINOUS630**

REVIEW H1 2024 - DERMA

CONTINUED DOUBLE-DIGIT GROWTH

# DERMA



**+10.0%**  
excl. Arg





REVIEW H1 2024 - DERMA

# CONTINUED SUCCESS IN **EMERGING MARKETS**

**Derma**

**+18%**

excl. Arg

Mexico  
**+12%**

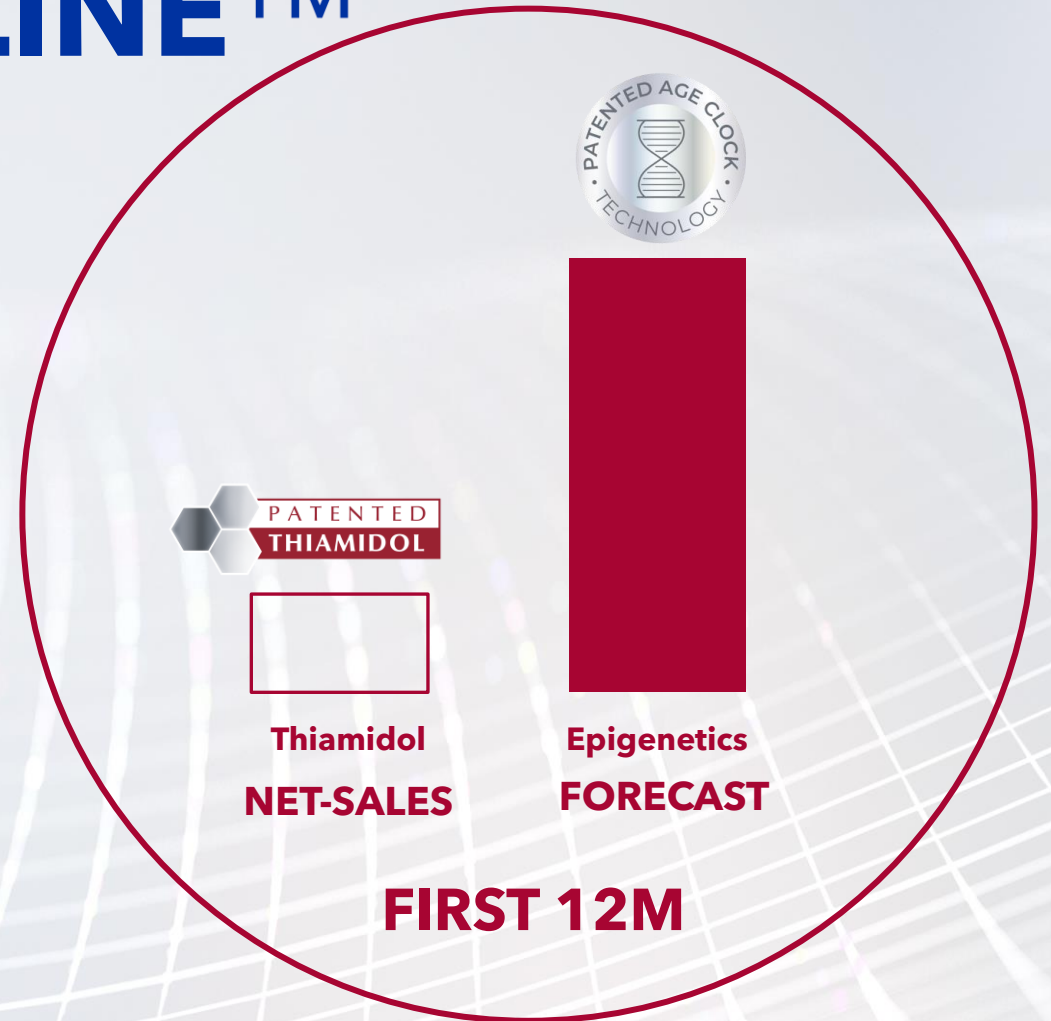
Brazil  
**+49%**

Thailand  
**+18%**

WIN WITH CARE

INNOVATION IN FOCUS

# LAUNCH OF EPICELLINE™





WIN WITH CARE

INNOVATION IN FOCUS

# UNLOCK THE POTENTIAL



**2025  
THIAMIDOL LAUNCH**



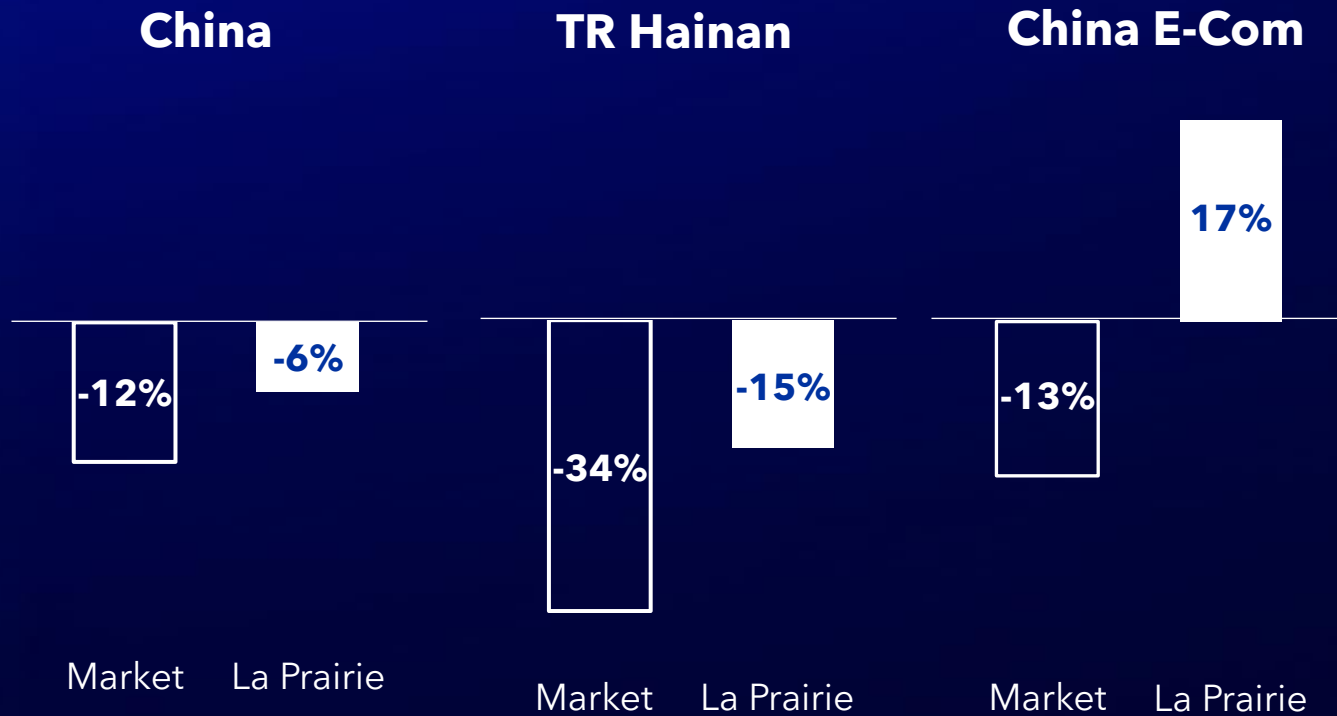
**Q4 2024  
BRAND LAUNCH**

WIN  
CARE



# OUTPERFORMING IN CHALLENGING MARKETS

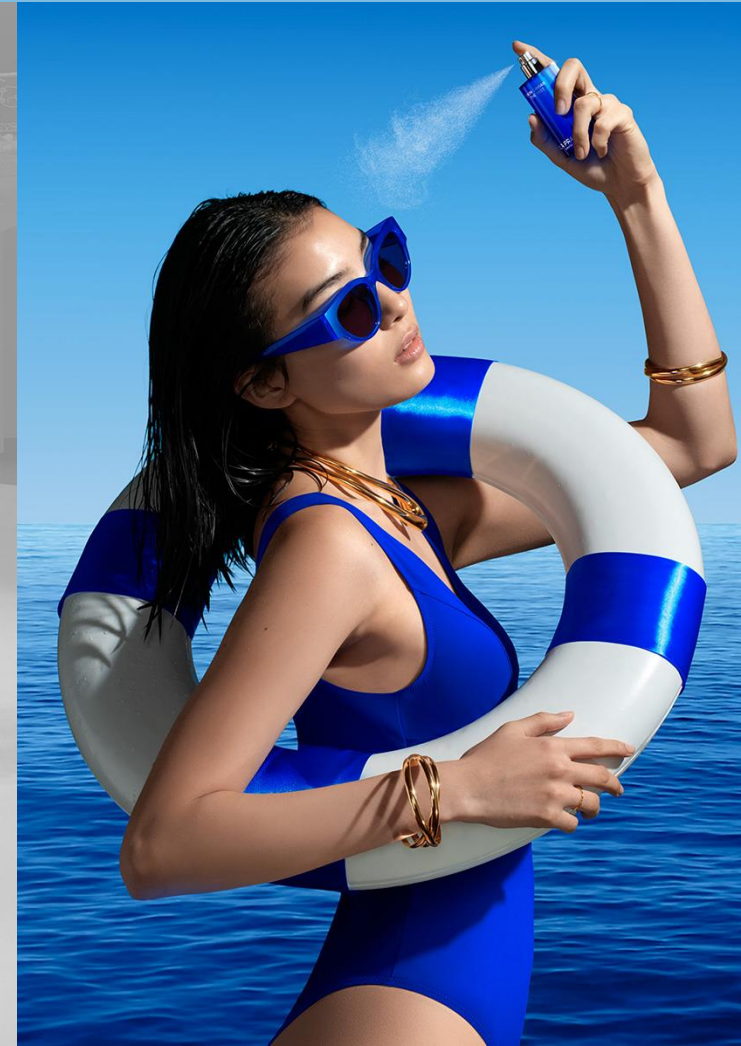
## LA PRAIRIE



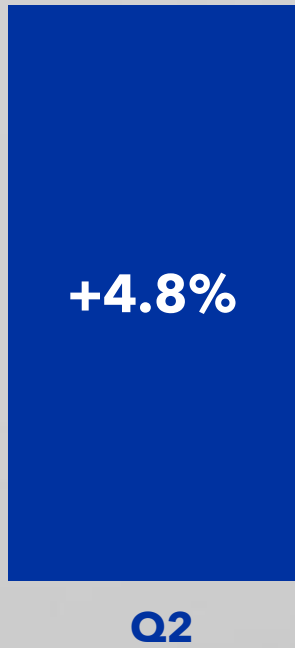


WIN WITH CARE - LUXURY

# RAISING THE BAR LA PRAIRIE



# THE **POSITIVE MOMENTUM** CONTINUES





WIN WITH CARE - LUXURY

# CHINA EXPANSION KICK-OFF







**OUTPERFORM  
COMPETITION**



**PIONEERING  
INNOVATIONS**



**SCALE UP  
WHITE SPOTS**



# H1 2024 FINANCIALS

# GROUP

	2023	2024	Change	
	January - June in € million	January - June in € million	Nominal	Organic
Sales	<b>4,936</b>	<b>5,175</b>	+4.8%	<b>+7.1%</b>
EBIT	852	838		
Profit after tax	589	590		
EBIT margin	<b>17.3%</b>	<b>16.2%</b>		
Profit after tax margin	11.9%	11.4%		
Earnings per share in €	2.56	2.57		

(excluding special factors, except profit after tax)



# SEGMENTS

	<b>2023</b> <b>January - June</b>	<b>2024</b> <b>January - June</b>	<b>Change</b>	
<b>Consumer</b>	in € million	in € million	Nominal	Organic
Sales	4,108	<b>4,331</b>	+5.4%	<b>+8.0%</b>
EBIT	700	<b>688</b>		
EBIT margin	17.0%	<b>15.9%</b>		
<b>tesa</b>				
Sales	828	<b>844</b>	+2.0%	<b>+2.9%</b>
EBIT	152	<b>150</b>		
EBIT margin	18.4%	<b>17.8%</b>		

(excluding special factors)

# CONSUMER

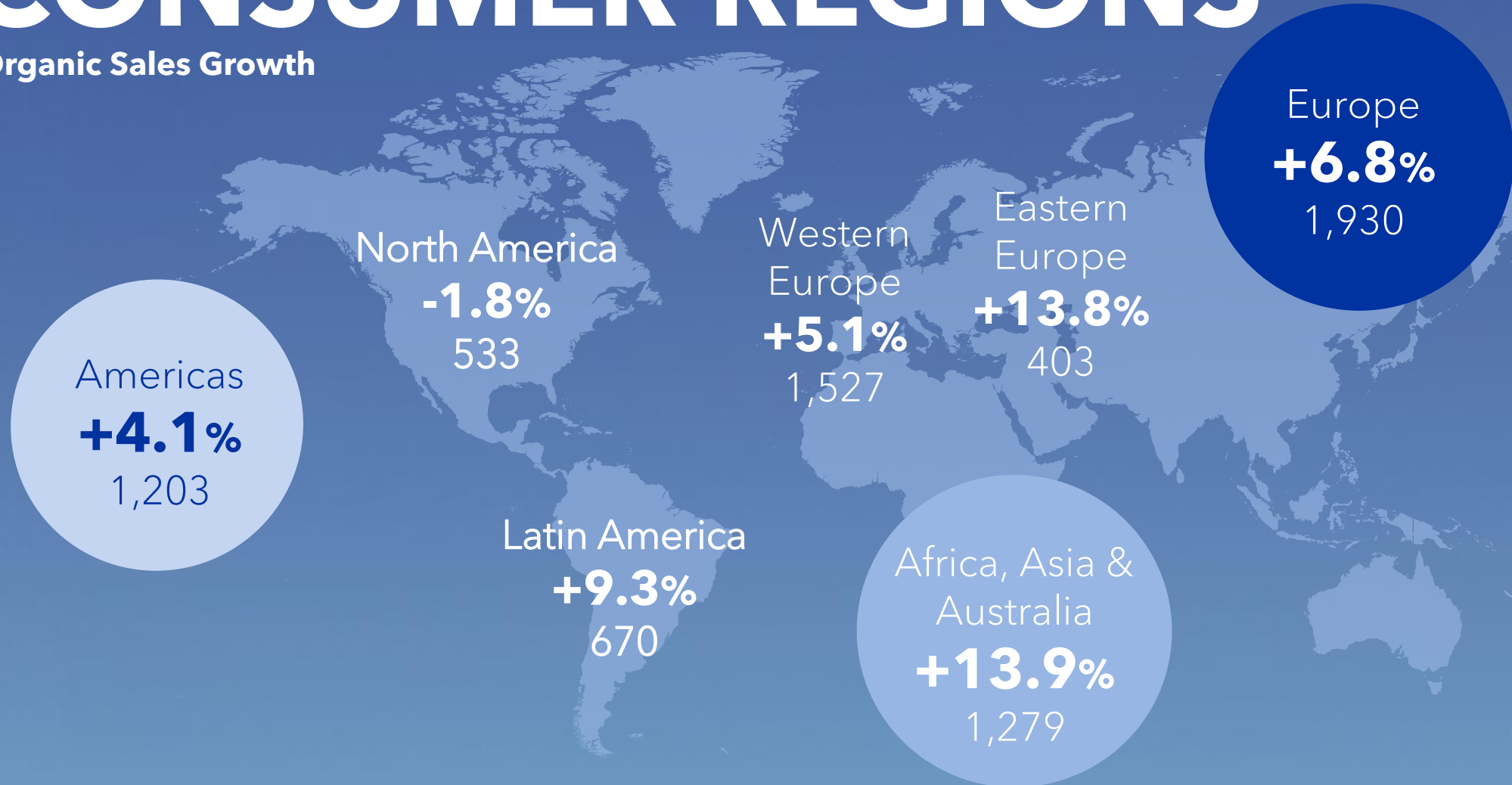
## Organic Sales Growth





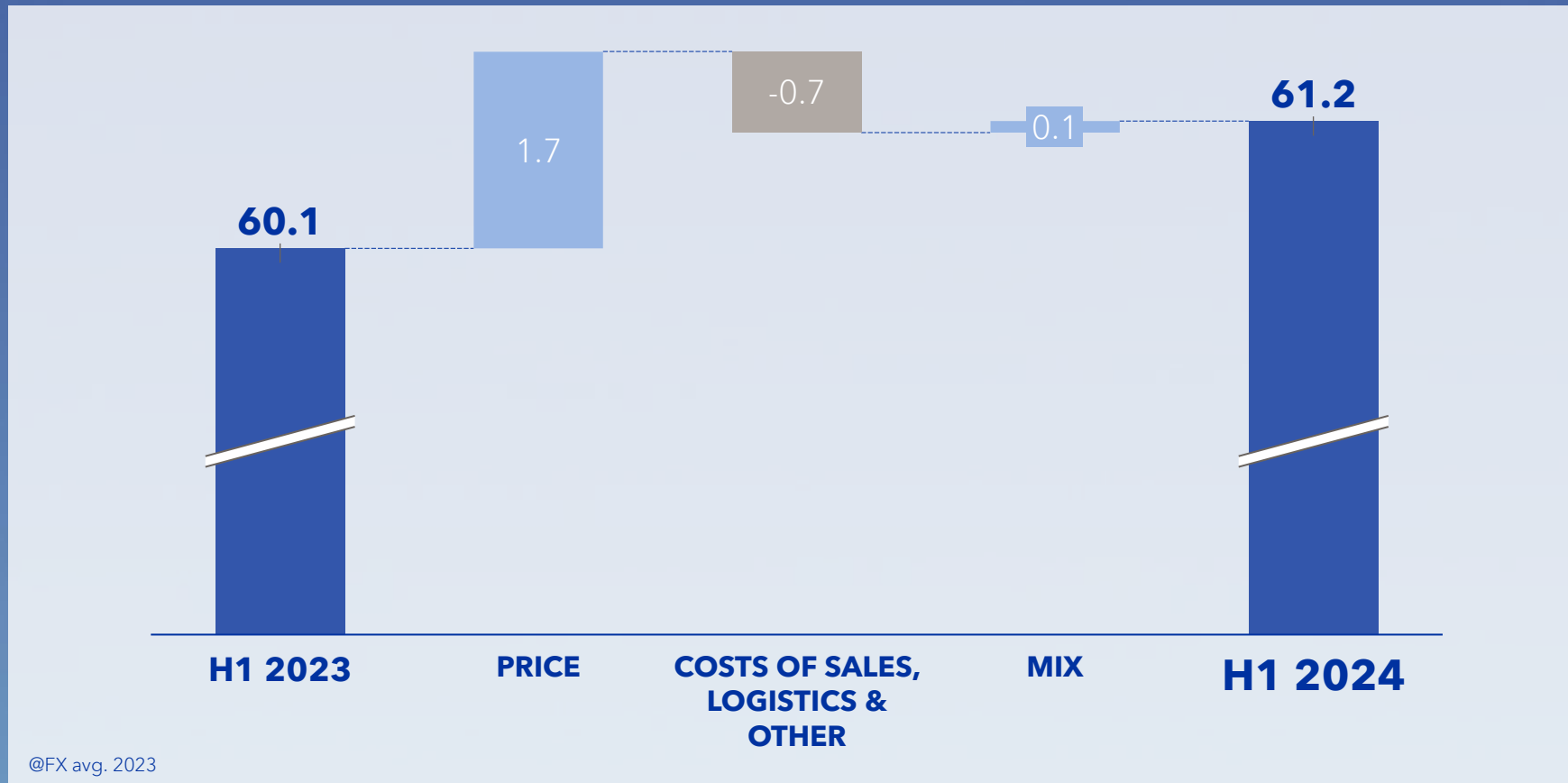
# CONSUMER REGIONS

## Organic Sales Growth



# CONSUMER

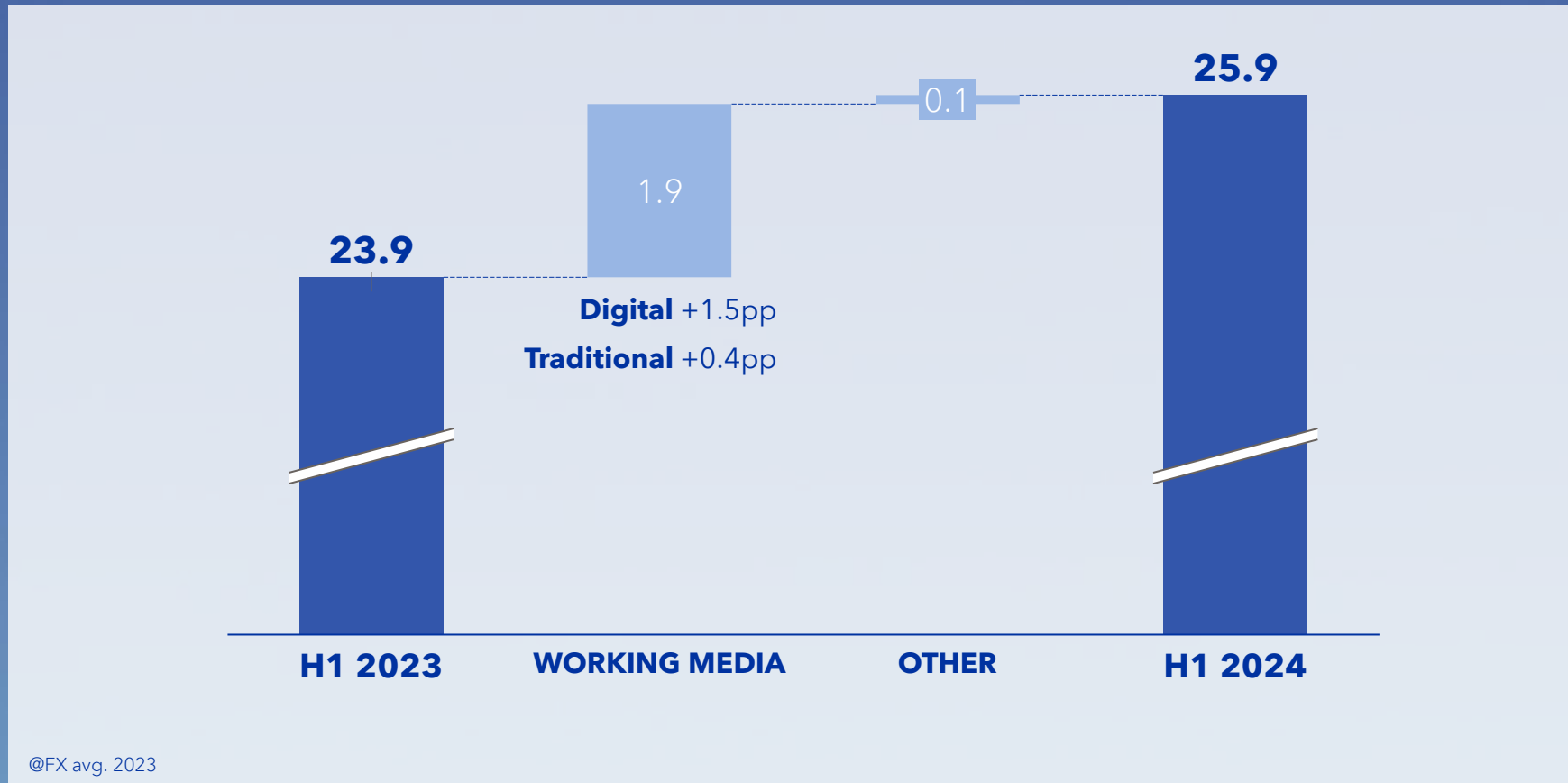
## GROSS MARGIN as % of sales





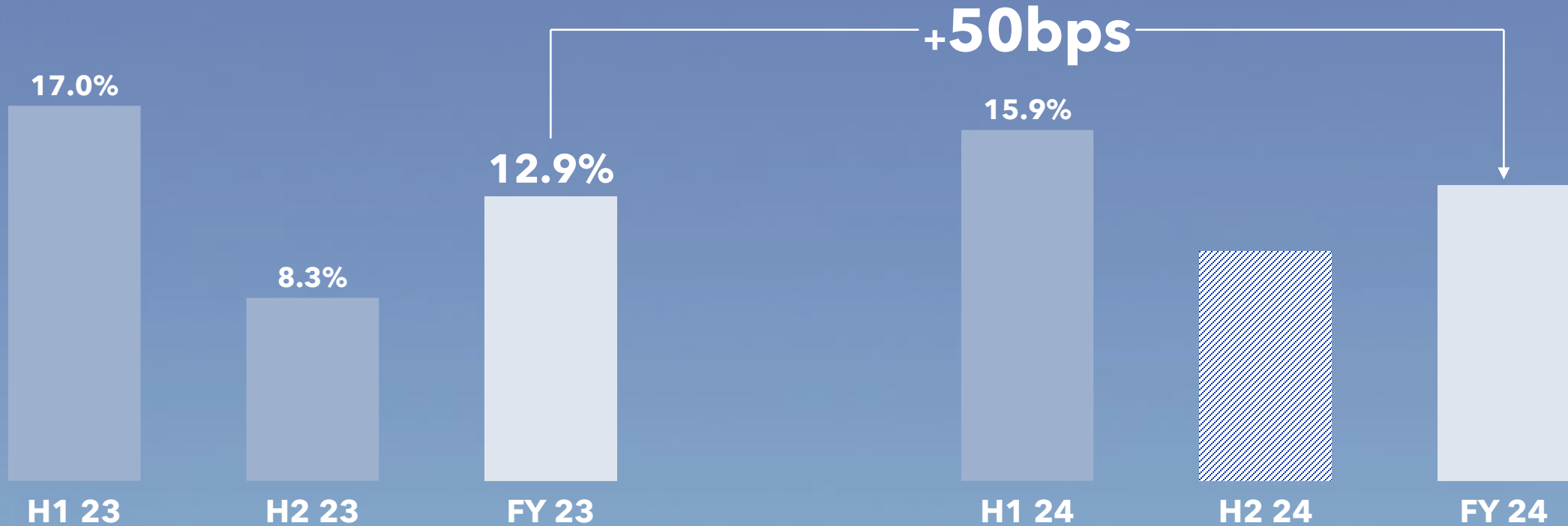
# CONSUMER

## MARKETING SPEND as % of sales



# PROFITABLE GROWTH

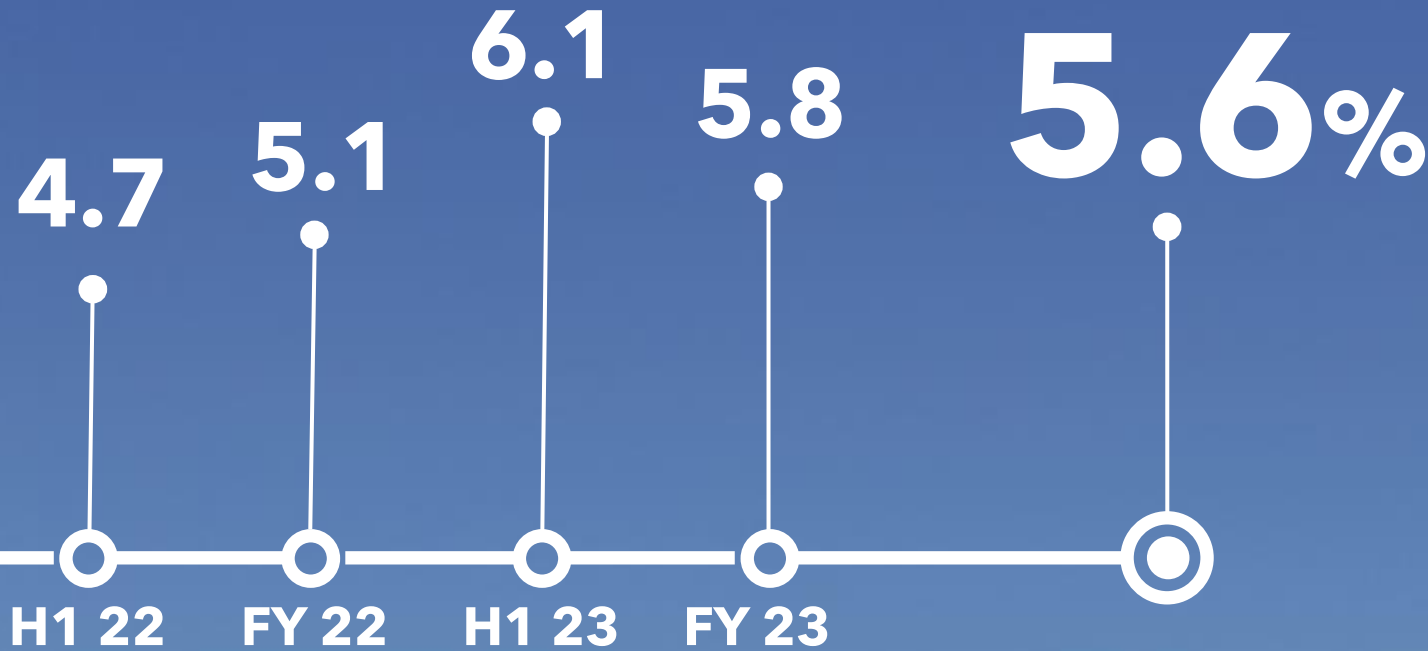
EBIT Margin Consumer (excl. special factors)





# CONSUMER

## WORKING CAPITAL



# H1 2024

2024 figures @FX avg. 2023 excl. Argentina

## Outstanding performance



**H1 +2.9%**

**Q2 +11.4%**

tesa Industry Q2 +14.6%

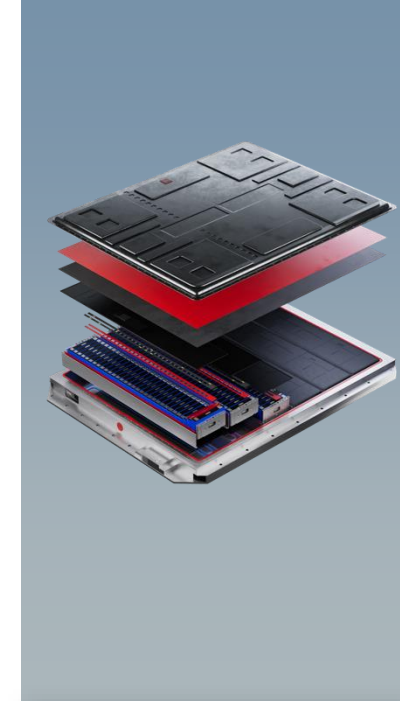




**Debonding on Demand**



**Human Machine Interface**



**EV batteries**

# GROUP INCOME STATEMENT

(in € million)	H1 2023	% of Sales	H1 2024	% of Sales	% of Sales FY 23
<b>Sales</b>	<b>4,936</b>		<b>5,175</b>		
Cost of goods sold	-2,088		-2,112		
<b>Gross profit</b>	<b>2,848</b>	<b>57.7%</b>	<b>3,063</b>	<b>59.2%</b>	<b>57.3%</b>
Marketing and selling expenses	-1,585	32.1%	-1,757	34.0%	34.4%
Research and development expenses	-152	3.1%	-171	3.3%	3.4%
General and administrative expenses	-254	5.2%	-305	5.9%	6.0%
Other operating result	-5		8		
<b>Operating result (EBIT, excluding special factors)</b>	<b>852</b>	<b>17.3%</b>	<b>838</b>	<b>16.2%</b>	<b>13.4%</b>
Special factors	10		10		
<b>Operating result (EBIT)</b>	<b>862</b>	<b>17.5%</b>	<b>848</b>	<b>16.4%</b>	<b>11.7%</b>
Financial result	3		26		
<b>Profit before tax</b>	<b>865</b>	<b>17.5%</b>	<b>874</b>	<b>16.9%</b>	<b>11.7%</b>
Income taxes	-276		-284		
<b>Profit after tax</b>	<b>589</b>	<b>11.9%</b>	<b>590</b>	<b>11.4%</b>	<b>7.9%</b>

Percentage changes are calculated based on thousands of €.



# GUIDANCE 2024

## Consumer

- Organic sales growth 6-8%
- EBIT margin +50bps vs previous year

## tesa

- Organic sales growth 2-5%
- EBIT margin at previous year's level

## 2023 data for reference (excluding special factors):

Consumer EBIT 12.9%  
tesa EBIT 16.0%  
Group EBIT 13.4%



## Total Group

- Organic sales growth 6-8%
- EBIT margin slightly above previous year's level

Note: Sales development is on an organic basis – profit development is based on ongoing operations (excluding special factors)



A photograph of three diverse women hugging and smiling warmly against a solid blue background. The woman on the left has long dark hair and is wearing a blue dress. The woman in the middle has dark curly hair and is wearing a green crop top. The woman on the right has curly reddish-brown hair and is wearing an orange top. They are all smiling broadly, conveying a sense of joy and community.

THANK  
YOU