

Q1 2020 NEW SEGMENTAL REPORTING (CONTINUING OPERATIONS)

Q1 2020 New Segmental Reporting (continuing operations)

	First Quarter
€ in millions	2020
EMEA	
Net sales	1,705
Gross profit	872
Gross margin	51.2%
Operating expenses	539
Operating expenses in % of net sales	31.6%
Operating profit/(loss)	336
Operating margin	19.7%
North America	
Net sales	1,166
Gross profit	490
Gross margin	42.1%
Operating expenses	417
Operating expenses in % of net sales	35.8%
Operating profit/(loss)	82
Operating margin	7.0%
Greater China	
Net sales	559
Gross profit	312
Gross margin	55.9%
Operating expenses	223
Operating expenses in % of net sales	39.9%
Operating profit/(loss)	89
Operating margin	16.0%
Asia-Pacific	
Net sales	602
Gross profit	327
Gross margin	54.3%
Operating expenses	179
Operating expenses in % of net sales	29.8%
Operating profit/(loss)	152
Operating margin	25.2%
Latin America	
Net sales	303
Gross profit	135
Gross margin	44.5%
Operating expenses	114
Operating expenses in % of net sales	37.6%
Operating profit/(loss)	21
Operating margin	6.9%
Other Businesses	
Net sales	47
Gross profit	24
Gross margin	50.0%
Operating expenses	10
Operating expenses in % of net sales	22.2%
Operating profit/(loss)	13
Operating margin	27.9%