

Q4 & FY 2020 NEW SEGMENTAL REPORTING (CONTINUING OPERATIONS)

Q4 2020 New Segmental Reporting (continuing operations)

	Fourth Quarter
€ in millions	2020
EMEA	
Net sales	1,559
Gross profit	804
Gross margin	51.5%
Operating expenses	562
Operating expenses in % of net sales	36.1%
Operating profit/(loss)	242
Operating margin	15.6%
North America	
Net sales	1,317
Gross profit	586
Gross margin	44.5%
Operating expenses	394
Operating expenses in % of net sales	29.9%
Operating profit/(loss)	201
Operating margin	15.3%
Greater China	
Net sales	1,287
Gross profit	609
Gross margin	47.3%
Operating expenses	420
Operating expenses in % of net sales	32.7%
Operating profit/(loss)	189
Operating margin	14.7%
Asia-Pacific	
Net sales	587
Gross profit	287
Gross margin	49.0%
Operating expenses	199
Operating expenses in % of net sales	33.9%
Operating profit/(loss)	94
Operating margin	15.9%
Latin America	
Net sales	365
Gross profit	157
Gross margin	43.0%
Operating expenses	140
Operating expenses in % of net sales	38.4%
Operating profit/(loss)	16
Operating margin	4.5%
Other Businesses	
Net sales	27
Gross profit	12
Gross margin	44.0%
Operating expenses	14
Operating expenses in % of net sales	54.1%
Operating profit/(loss)	(3)
Operating margin	(10.1%)

FY 2020 New Segmental Reporting (continuing operations)

	Full Year
€ in millions	2020
EMEA	
Net sales	6,308
Gross profit	3,155
Gross margin	50.0%
Operating expenses	2,159
Operating expenses in % of net sales	34.2%
Operating profit/(loss)	1,003
Operating margin	15.9%
North America	
Net sales	4,519
Gross profit	1,935
Gross margin	42.8%
Operating expenses	1,460
Operating expenses in % of net sales	32.3%
Operating profit/(loss)	506
Operating margin	11.2%
Greater China	
Net sales	4,342
Gross profit	2,271
Gross margin	52.3%
Operating expenses	1,134
Operating expenses in % of net sales	26.1%
Operating profit/(loss)	1,137
Operating margin	26.2%
Asia-Pacific	
Net sales	2,083
Gross profit	1,082
Gross margin	52.0%
Operating expenses	717
Operating expenses in % of net sales	34.4%
Operating profit/(loss)	382
Operating margin	18.3%
Latin America	
Net sales	1,035
Gross profit	458
Gross margin	44.2%
Operating expenses	429
Operating expenses in % of net sales	41.5%
Operating profit/(loss)	33
Operating margin	3.2%
Other Businesses	
Net sales	149
Gross profit	68
Gross margin	45.6%
Operating expenses	46
Operating expenses in % of net sales	30.6%
Operating profit/(loss)	22
Operating margin	15.0%