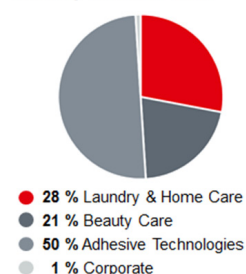


Highlights 2013

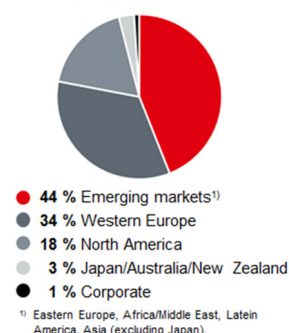
- Solid OSG driven by all businesses & regions
- Emerging Markets with very strong OSG
- Adj. EBIT margin at all-time high, supported by all businesses
- Net debt changed to net cash position
- Increase in dividend payout ratio
- Successful first step in 2016 strategy execution

Sales 2013

Sales by business units



Sales by region



Henkel Shareholder Structure

The ownership pattern of our preferred shares – the significantly more liquid class of stock – is widely diversified. A majority of these shares are owned by institutional investors with globally distributed shareholdings.

Further information about Henkel and its shares are available on our Investor Relations Website www.henkel.com/ir

Contact

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Key Financials

in mill. €	2012	2013
Sales	16,510	16,355
Organic Sales Growth (in%)	3.8	3.5
Adjusted ¹ operating profit (EBIT)	2,335	2,516
Adjusted ¹ EBIT margin (in%)	14.1	15.4
Adjusted ¹ EPS pref (in €)	3.63 ²	4.07
Dividend pref. share (in €)	0.95	1.22

¹ Adjusted for one-time charges/gains and restructuring charges.

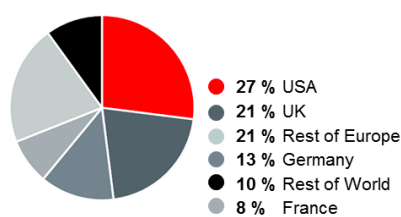
² Adjusted in application of IAS 19 revised.

Sales and EBIT development

in € m	2009	2010	2011	2012	2013
Sales (CAGR = 4.8%)	13,573	15,092	15,605	16,510	16,355
Organic growth (in %)	-3.5	7.0	5.9	3.8	3.5
EBIT* (CAGR = 16.5%)	1,364	1,862	2,029	2,335	2,516
EBIT Margin (in %)*	10.0	12.3	13.0	14.1	15.4

* EBIT and EBIT Margin adjusted for one-time charges/gains and restructuring charges.

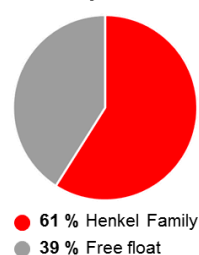
Preferred share*



Source: Thomson Reuters.

* Institutional Investors

Ordinary share



Events 2014/2015

03/04/2015	Conference Call & Earnings Release FY 2014
04/13/2015	Annual General Meeting
05/07/2015	Conference Call & Earnings Release Q1/2015
06/01/2015	Investor & Analyst Day Laundry & Home Care
08/12/2015	Conference Call & Earnings Release Q2/2015
11/11/2015	Conference Call & Earnings Release Q3/2015

Leading market positions

We are continuing to expand our three business units Laundry & Home Care, Beauty Care and Adhesive Technologies, each of which offer considerable potential, both for further organic growth and for enhanced profitability.

Already today, we enjoy leading positions in all three units, which we intend to further expand going forward.

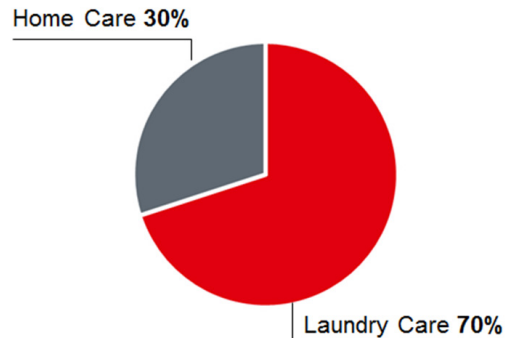
Laundry & Home Care



Key Facts 2013

- Strong organic sales growth
- Adj. EBIT margin showing excellent increase
- Emerging markets OSG double-digit
- Mature markets OSG slightly negative
- Strong promotional pressure
- Innovation rate 45%

Sales by Segments 2013:



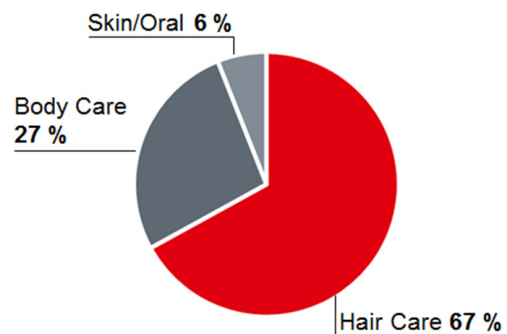
Beauty Care



Key Facts 2013

- Solid organic sales growth
- Adj. EBIT margin showing strong increase
- Emerging markets OSG very strong
- Mature markets OSG positive
- Strong promotional pressure
- Innovation rate 45%

Sales by Segments 2013:



Adhesive Technologies



Key Facts 2013

- Solid organic sales growth
- Adj. EBIT margin showing excellent increase
- Emerging markets OSG strong
- Mature markets OSG positive
- Innovation rate 30%

Sales by Segments 2013:

