

Press-Information

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Extract from Dossier Performance based on Sustainability /Original Recordings and Interviews

The German Sustainability Award 2008

Kasper Rorsted

Henkel Chief Executive Officer (CEO)

At the first ever German Sustainability Congress, the award for being Germany's "Most Sustainable Brand" went to Henkel, providing the company with yet another major accolade for its activities in this field. "We are happy to receive this award. My special thanks go to our 55000 employees worldwide. It is their award. Henkel has been working on the sustainability topic for more than 130 years. Sustainability is part of our DNA," said Kasper Rorsted, Henkel's CEO. "We are strongly convinced that this topic is more important today than ever before. We see enormous potential for innovations that combine performance and quality with responsibility for people and environment."

Dr. Friedrich Stara

Executive Vice President Laundry & Home Care

At the German Sustainability Congress, Dr. Friedrich Stara, Henkel's Executive Vice President responsible for the global Laundry & Home Care business, explained the message behind the "Quality & Responsibility" logo, stating: "Our aim is to establish a new quality standard in the marketplace and to assume issue leadership in the field of sustainability within the markets of importance to us."

Christian-Andre Weinberger

Global Chief Marketing Officer in the Laundry & Home Care business sector (U-W)

"The associated innovation strategy - 'Performance based on Sustainability' - is a major driver in the development of innovative products and more intelligent solutions, and it therefore constitutes a significant factor in the creation of meaningful competitive advantage," explains Christian-Andre Weinberger, Corporate Senior Vice President and Global Chief Marketing Officer.

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