

Fact Sheet

Overview Henkel AG & Co. KGaA

Henkel was founded in 1876. In fiscal 2009, the company generated sales of 13,573 million euros and operating profit of 1,364 million euros (adjusted for one-time gains/charges and restructuring charges). People in more than 125 countries trust in Henkel's brands and technologies. We are a DAX-30 company headquartered in Düsseldorf, Germany, and rank among the Fortune Global 500.

Management Board

Kasper Rorsted (CEO)

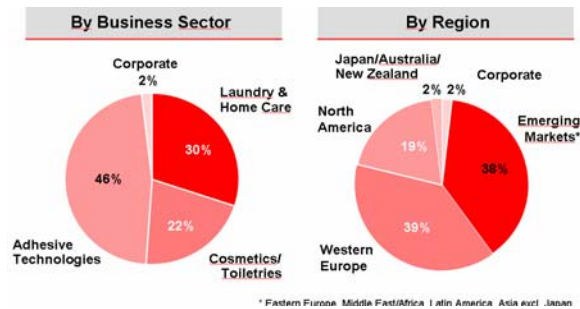
Dr. Lothar Steinebach (CFO)

Dr. Friedrich Stara (EVP Laundry & Home Care)

Hans van Bylen (EVP Cosmetics/Toiletries)

Thomas Geitner (EVP Adhesive Technologies)

Sales 2009



Key Financials

in mill. €	2008	2009
Sales	14,131	13,573
Organic Sales Growth (in%)	3.0	-3.5
Adj. EBIT	1,460	1,364
Adj. EBIT margin (in%)	10.3	10.0
Adj. EPS pref (in €)	2.19	1.91
R&D Ratio (in%)	2.7	2.8
CapEx	473	344

Profitable growth strategy

With our three growth-generating divisions

- Laundry & Home Care
- Cosmetics/Toiletries
- Adhesive Technologies

and the leading positions in the mature markets and the growth regions, today we have a strong basis for generating profitable growth in the future. And we are winning in our markets.



Three strategic priorities

We will be concentrating on three strategic priorities:

- Achieve our full business potential
- Focus more on our customers
- Strengthen our global team

Our ultimate purpose: To further improve our competitiveness and to permanently establish a winning culture. Our around 50,000 employees are implementing them with determined perseverance.



Strong Brands

Every day, millions of customers and consumers around the world restate their trust in our brands and solutions.

As much as the products differ from one another, they have one thing in common: They make people's lives easier, better and more beautiful.



A Brand like a friend

Financial Targets for 2012

We have set ourselves financial targets for 2012.

Financial Targets 2012

Organic sales growth (average p.a.)	3 – 5 %
Adjusted EBIT margin (2012)	14%
Adjusted EPS growth (average p.a.)	> 10 %

Leading market positions

Henkel is the world market leader in Adhesive Technologies and also holds strong market positions in both Laundry & Home Care as well as Cosmetics/Toiletries.

Business Sector	Germany	Europe	World
Laundry & Home Care	No. 1	No. 2	No. 2
Cosmetics/Toiletries	No. 1	No. 4	No. 5
Adhesive Technologies	No. 1	No. 1	No. 1

(in active markets)

Sustainability / CSR at Henkel

For more than 130 years, Henkel has worked toward achieving sustainable development. Sustainability and corporate social responsibility (CSR) are part of our DNA. In our ten corporate values, we therefore declare our dedication to sustainable and responsible business practices. Through our brands and technologies, and as an employer, we work to meet the needs of people today without compromising the development opportunities of future generations. This principle applies to all our operations and throughout our entire value chain – from raw materials, production and logistics to the use and disposal of our products.



Henkel Shareholder Structure

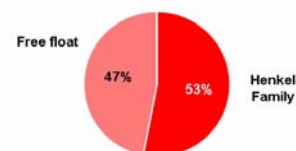
The ownership pattern of our preferred shares – the significantly more liquid class of stock – is widely diversified. A majority of these shares are owned by institutional investors with globally distributed shareholdings.

Preferred share*



* Institutional investors

Ordinary share



Henkel Shares

	Preferred	Ordinary
Security Code No.	604843	604840
ISIN Code	DE0006048432	DE0006048408
Number of Shares	178,162,875	259,795,875
Market capitalization*	6.5 bn€	8.1 bn€

(*Xetra closing price 2009)

Henkel Bonds

	2013 Bond	2014 Bond	Hybrid Bond
Volume	€1.0bn	€1.0bn	€1.3bn
Nominal Coupon	4.25%	4.625%	5.375%
Coupon Payment	June 10	March 19	November 25
Maturity	June 10, 2013	March 19, 2014	Nov. 25, 2104
Security Code No.	664196	AOAD9Q	A0JBUR
ISIN Code	DE0006641962	XS0418268198	XS0234434222

Henkel ADRs

	Preferred ADRs	Ordinary ADRs
CUSIP	42550U208	42550U109
ISIN Code	US42550U2087	US42550U1097
ADR Symbol	HENOY	HENKY
CUSIP	42550U208	42550U109

Henkel Ratings

Rating	S&P	Moody's
Long-term	A-	A3
Outlook	Stable	Stable
Short-term	A-2	P2

Contact

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Financial Calendar 2010

04/19/2010
Annual General Meeting 2010
05/05/2010
Conference Call Q1/2010 Results
08/04/2010
Conference Call Q2/2010 Results
09/16/2010
Investor Day Adhesive Technologies
11/10/2010
Conference Call Q3/2010 Results

