

Our business sectors

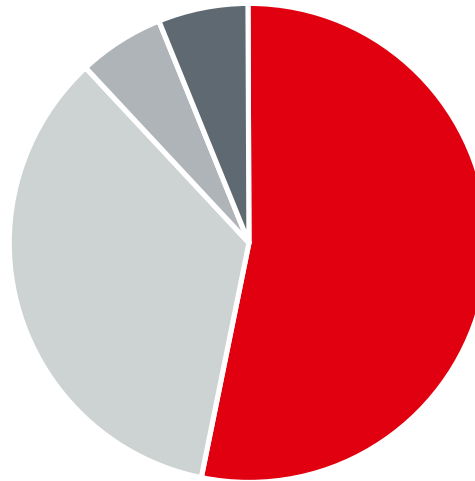
Laundry & Home Care



Laundry & Home Care

World market 2010

**World market for laundry and home care products:
approx. 94 billion euros**



- **53 %** Laundry detergents
- **35 %** Cleaning products
- **6 %** Air fresheners
- **6 %** Insecticides

Laundry & Home Care

Our market positions

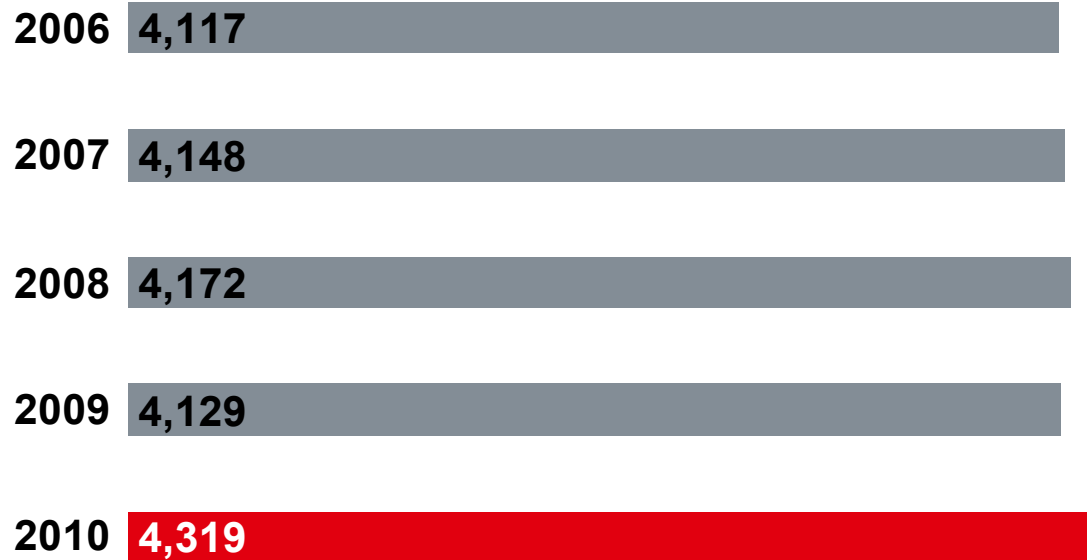
- Leading market positions worldwide.
- Achieving profitable growth through innovation, strong brands and good, solid customer relationships.
- Expanding our strong market position in Europe and further extending our presence in North America and the growth regions.

Laundry & Home Care

Sales performance 2006 to 2010

Sales

in million euros



Laundry & Home Care

Results 2010

- Organic sales growth of 1.5 percent.
- Adjusted¹⁾ operating profit improved by 6.2 percent to 562 million euros.
- Adjusted¹⁾ return on sales increased by 0.2 percentage points to 13.0 percent.
- Return on capital employed (ROCE) up 1.6 percentage points to 21.2 percent.
- Economic value added (EVA[®]) further improved to 286 million euros.

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

Laundry & Home Care

Key financials¹⁾

in million euros	2009	2010	+/-
Sales	4,129	4,319	4.6 %
Proportion of Henkel sales	30 %	29 %	-1 pp
Operating profit (EBIT)	501	542	8.2 %
Adjusted Operating profit (EBIT) ²⁾	530	562	6.2 %
Return on sales (EBIT)	12.1 %	12.6 %	0.5 pp
Adjusted return on sales (EBIT) ²⁾	12.8 %	13.0 %	0.2 pp
Return on capital employed (ROCE)	19.6 %	21.2 %	1.6 pp
Economic Value Added (EVA [®])	232	286	23.5 %

pp = percentage points

¹⁾ Calculated on the basis of units of 1,000 euros, figures commercially rounded.

²⁾ Adjusted for one-time charges/gains and restructuring charges.

Laundry & Home Care

Sales development¹⁾

in percent	2010
Change versus previous year	4.6
Foreign exchange	3.5
After adjusting for foreign exchange	1.1
Acquisitions/divestments	-0.4
Organic	1.5
of which price	-4.2
of which volume	5.7

¹⁾ Calculated on the basis of units of 1,000 euros.

Laundry & Home Care

Top brands and product groups

Persil

Purex

Dixan

- Heavy-duty detergents
 - Fabric softeners
 - Laundry conditioning products
 - Dishwashing products
 - All-purpose cleaners
 - Scouring agents
 - Floor and carpet care products
- Bath and WC cleaners
 - Glass cleaners
 - Kitchen cleaners
 - Specialty cleaning products
 - Air fresheners
 - Insecticides for household applications



Laundry & Home Care

Innovations 2010

**Persil Gold Plus
Cold Active**



Dac Disinfectant



**Bref / WC Frisch
Kraft-Aktiv**





Laundry & Home Care

Persil – Innovation leader since 1907



- Persil Gold now with brilliance formula.
- Removes even the smallest deposits to eliminate all sources of gray in the wash.
- Leaves the wash brighter than ever.



Laundry & Home Care

Purex Complete 3-in-1



- Marketed in the USA.
- Innovative Purex Complete 3-in-1 laundry sheets combine the performance of a detergent with a fabric softener while also preventing the build-up of wash static in the drier.



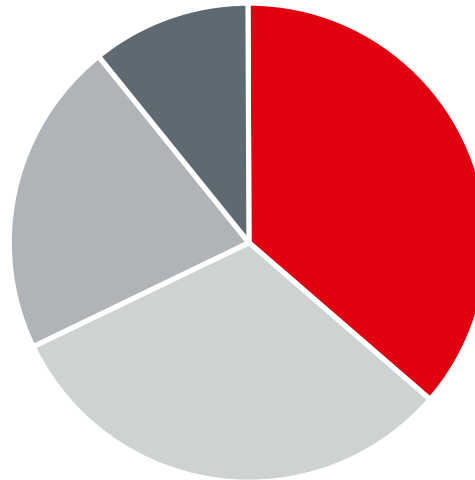
Cosmetics/Toiletries



Cosmetics/Toiletries

World market 2010

**World market for cosmetics and toiletries:
approx. 135 billion euros**



- **37 %** Skin care
- **30 %** Hair cosmetics and salon products
- **22 %** Body care
- **11 %** Oral care

Cosmetics/Toiletries

Our market positions

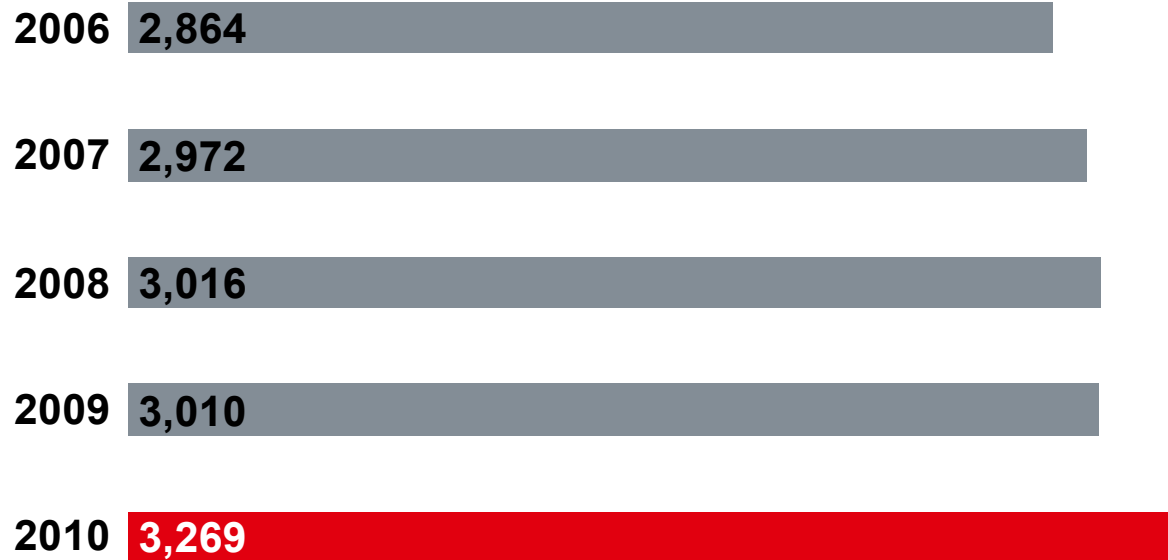
- Leading market positions worldwide.
- Achieving profitable growth with appealing innovations under strong brands, aligned to exacting customer demands.
- Expanding our strong market position in Europe and extending our presence in North America and – selectively – in the growth regions.

Cosmetics/Toiletries

Sales performance 2006 to 2010

Sales

in million euros



Cosmetics/Toiletries

Results 2010

- Organic sales growth of 4.8 percent.
- Adjusted¹⁾ operating profit improved by 12.4 percent to 436 million euros.
- Adjusted¹⁾ return on sales increased by 0.4 percentage points to 13.3 percent.
- Return on capital employed (ROCE) up 1.9 percentage points to 20.1 percent.
- Economic value added (EVA[®]) further improved to 207 million euros.

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

Cosmetics/Toiletries

Key financials¹⁾

in million euros	2009	2010	+/-
Sales	3,010	3,269	8.6 %
Proportion of Henkel sales	22 %	22 %	–
Operating profit (EBIT)	387	411	6.1 %
Adjusted operating profit (EBIT) ²⁾	387	436	12.4 %
Return on sales (EBIT)	12.9 %	12.6 %	–0.3 pp
Adjusted return on sales (EBIT) ²⁾	12.9 %	13,3 %	0.4 pp
Return on capital employed (ROCE)	18.2 %	20.1 %	1.9 pp
Economic Value Added (EVA [®])	164	207	25.8 %

pp = percentage points

¹⁾ Calculated on the basis of units of 1,000 euros, figures commercially rounded.

²⁾ Adjusted for one-time charges/gains and restructuring charges.

Cosmetics/Toiletries

Sales development¹⁾

in percent	2010
Change versus previous year	8.6
Foreign exchange	3.9
After adjusting for foreign exchange	4.7
Acquisitions/divestments	-0.1
Organic	4.8
of which price	-0.9
of which volume	5.7

¹⁾ Calculated on the basis of units of 1,000 euros.

Cosmetics/Toiletries

Top brands and product groups

Schwarzkopf | 



- Hair shampoos and conditioners
- Hair colorants
- Hair styling products
- Soaps
- Shower gels, body wash and bath products
- Deodorants
- Skin creams
- Skin care products
- Oral care products
- Hair salon products



Cosmetics/Toiletries

Perfect Mousse, Osis, Right Guard



Cosmetics/Toiletries

Syoss



- Our hair cosmetics brand Syoss offers professional brand quality at an attractive price.
- Developed and tested in cooperation with stylists, the formulations offer salon-standard hair beauty on a daily basis and are available in retail stores.
- The Syoss launch was Europe's most successful launch in the cosmetics market in 2009.

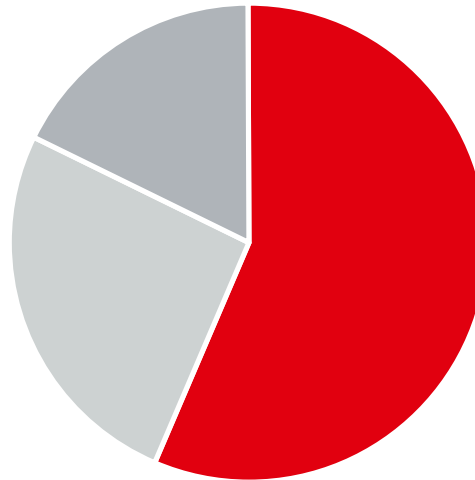
Adhesive Technologies



Adhesive Technologies

World market 2010

World market for adhesives, sealants and surface treatment products and systems



- **56 %** Industry
- **26 %** Building
- **18 %** Consumers and Craftsmen

Adhesive Technologies

Our market positions

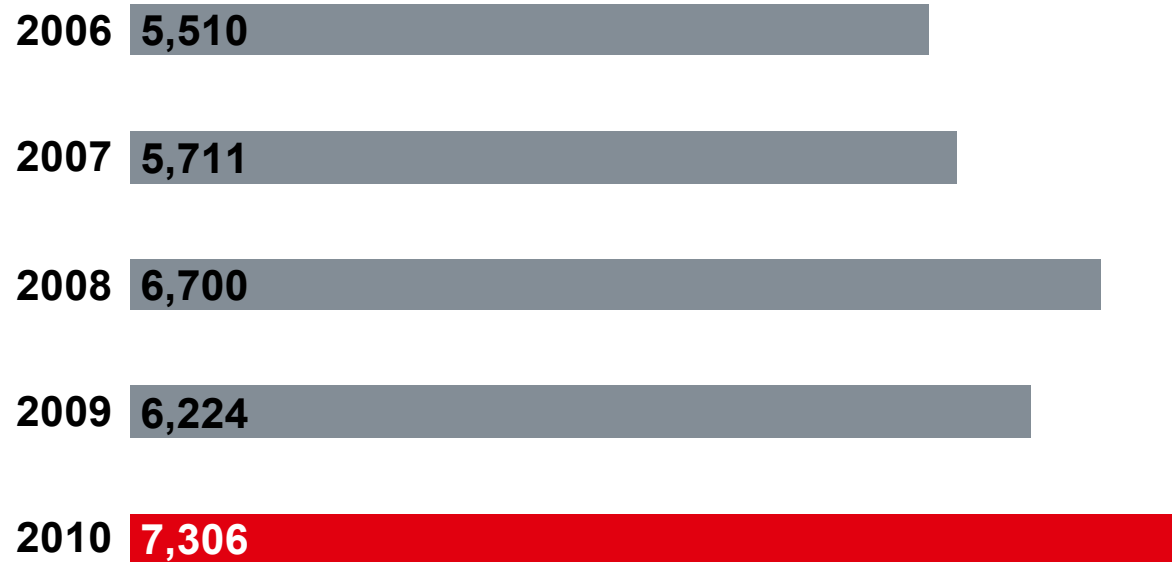
- Leading our markets worldwide.
- Achieving profitable growth through innovations under strong brands, efficient processes and a firm focus on our customers.
- Developing new applications and growth potential in all regions of the world.

Adhesive Technologies

Sales performance 2006 to 2010

Sales

in million euros



Adhesive Technologies

Results 2010

- Organic sales growth of 11.8 percent.
- Adjusted¹⁾ operating profit improved by 85.5 percent to 938 million euros.
- Adjusted¹⁾ return on sales increased by 4.7 percentage points to 12.8 percent.
- Return on capital employed (ROCE) up 7.7 percentage points to 12.5 percent.
- Economic value added (EVA[®]) improved by 616 million euros to 73 million euros.

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

Adhesive Technologies

Key financials¹⁾

in million euros	2009	2010	+/-
Sales	6,224	7,306	17.4 %
Proportion of Henkel sales	46 %	48 %	2 pp
Operating profit (EBIT)	290	878	>100 %
Adjusted operating profit (EBIT) ²⁾	506	938	85.5 %
Return on sales (EBIT)	4.7 %	12.0 %	7.3 pp
Adjusted return on sales (EBIT) ²⁾	8.1 %	12.8 %	4.7 pp
Return on capital employed (ROCE)	4.8 %	12.5 %	7.7 pp
Economic Value Added (EVA [®])	- 543	73	>100 %

pp = percentage points

¹⁾ Calculated on the basis of units of 1,000 euros, figures commercially rounded.

²⁾ Adjusted for one-time charges/gains and restructuring charges.

Adhesive Technologies

Sales development¹⁾

in percent	2010
Change versus previous year	17.4
Foreign exchange	6.3
After adjusting for foreign exchange	11.1
Acquisitions/divestments	-0.7
Organic	11.8
of which price	-0.1
of which volume	11.9

¹⁾ Calculated on the basis of units of 1,000 euros.

Adhesive Technologies

Top brands and product groups

LOCTITE

Teroson

technomelt

Adhesive and sealant systems, and surface treatment products for industrial applications in the

- Automotive
- Packaging
- Aircraft
- Electronics
- Durable consumer goods
- Metal sector as well as
- Maintenance, repair and overhaul applications

Adhesives and sealants for

- Craftsmen and consumers
- Applications in the home, school and office



Adhesive Technologies

Innovations 2010

Loctite Power Easy



Teroson HDF



Loctite 3090



Adhesive Technologies

Teroson QuickCheck



This first-ever water-borne paint simulator imitates repair paintwork on automobiles, enabling easy, fast and early identification of unevenness before the actual paint is applied. Teroson QuickCheck significantly reduces the need for expensive rework.



Adhesive Technologies

Thomsit



More than 90 percent of the Henkel flooring adhesives sold in Germany bear the EMICODE EC1 quality mark, denoting especially low-emission flooring adhesives. In addition, eight products from the Thomsit specialty brand for flooring technology obtained the “Blue Angel” environmental label in 2010.