

Henkel Basic Presentation



Excellence is our Passion



Henkel in brief

Henkel worldwide



- Brands and technologies worldwide
- Around 48,000 employees

Fiscal 2010

Sales: 15,092 mill. euros

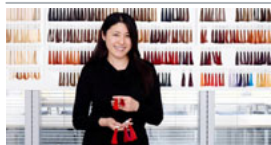
Adjusted¹⁾
operating profit (EBIT): 1,862 mill. euros

Adjusted¹⁾
return on sales (EBIT): 12.3 %

Three Areas of Competence



Laundry & Home Care



Cosmetics/Toiletries



Adhesive Technologies

Major Brands

Persil

Purex

Dixan

Schwarzkopf |

Dial

SYOSS

LOCTITE

Teroson

technomelt

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



Three areas of competence

A global leader in brands and technologies

Laundry & Home Care




Persil

Purex

Dixan

Cosmetics/ Toiletries



Schwarzkopf | 

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syoss

Adhesive Technologies



LOCTITE

Teroson

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Sales 2010

Total sales: 15,092 million euros

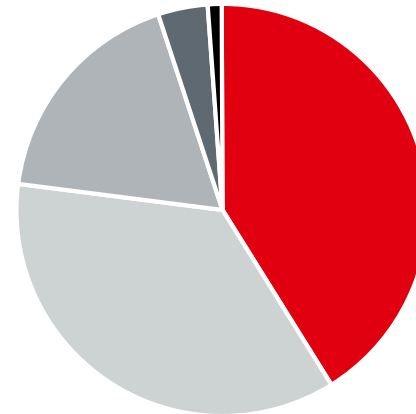
Sales by business sector



- **29 %** Laundry & Home Care
- **22 %** Cosmetics/Toiletries
- **48 %** Adhesive Technologies
- **1 %** Corporate

Corporate = sales and services not assignable to the individual business sectors.

Sales by region



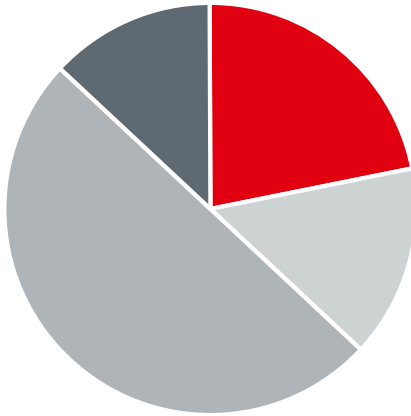
- **41 %** Growth regions¹⁾
- **36 %** Western Europe
- **18 %** North America
- **4 %** Japan/Australia/New Zealand
- **1 %** Corporate

¹⁾ Eastern Europe, Africa/Middle East, Latin America, Asia (excluding Japan).

Employees 2010

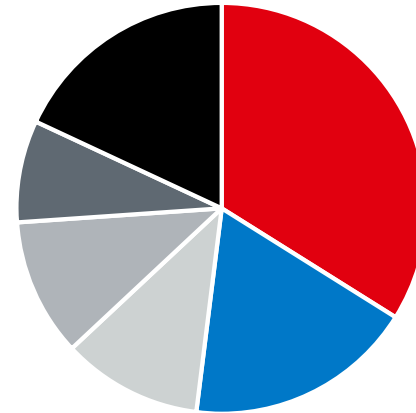
Number of employees (Dec. 31, 2010): 47,854

Employees by business sector



- **22 %** Laundry & Home Care
- **15 %** Cosmetics/Toiletries
- **50 %** Adhesive Technologies
- **13 %** Functions

Employees by region



- **34 %** Western Europe
- **18 %** Eastern Europe
- **11 %** Africa/Middle East
- **11 %** North America
- **8 %** Latin America
- **18 %** Asia-Pacific



Vision & Values

Our Vision

- A global leader in brands and technologies.

Our Values

- Customers
- People
- Financials
- Sustainability
- Family



Our strategic priorities



Our strategic priorities and financial targets for 2012



Financial targets for 2012

Annual organic sales growth (Ø): 3 – 5 %

Adjusted return on sales (EBIT): 14 %

Adjusted earnings per preferred share (EPS) (Ø): > 10 %



Management board



Kasper Rorsted
Chairman



Dr. Lothar Steinebach
Finance/Purchasing/
IT/Legal



Kathrin Menges
Human Resources



Bruno Piacenza
Laundry & Home Care



Hans Van Bylen
Cosmetics/Toiletries

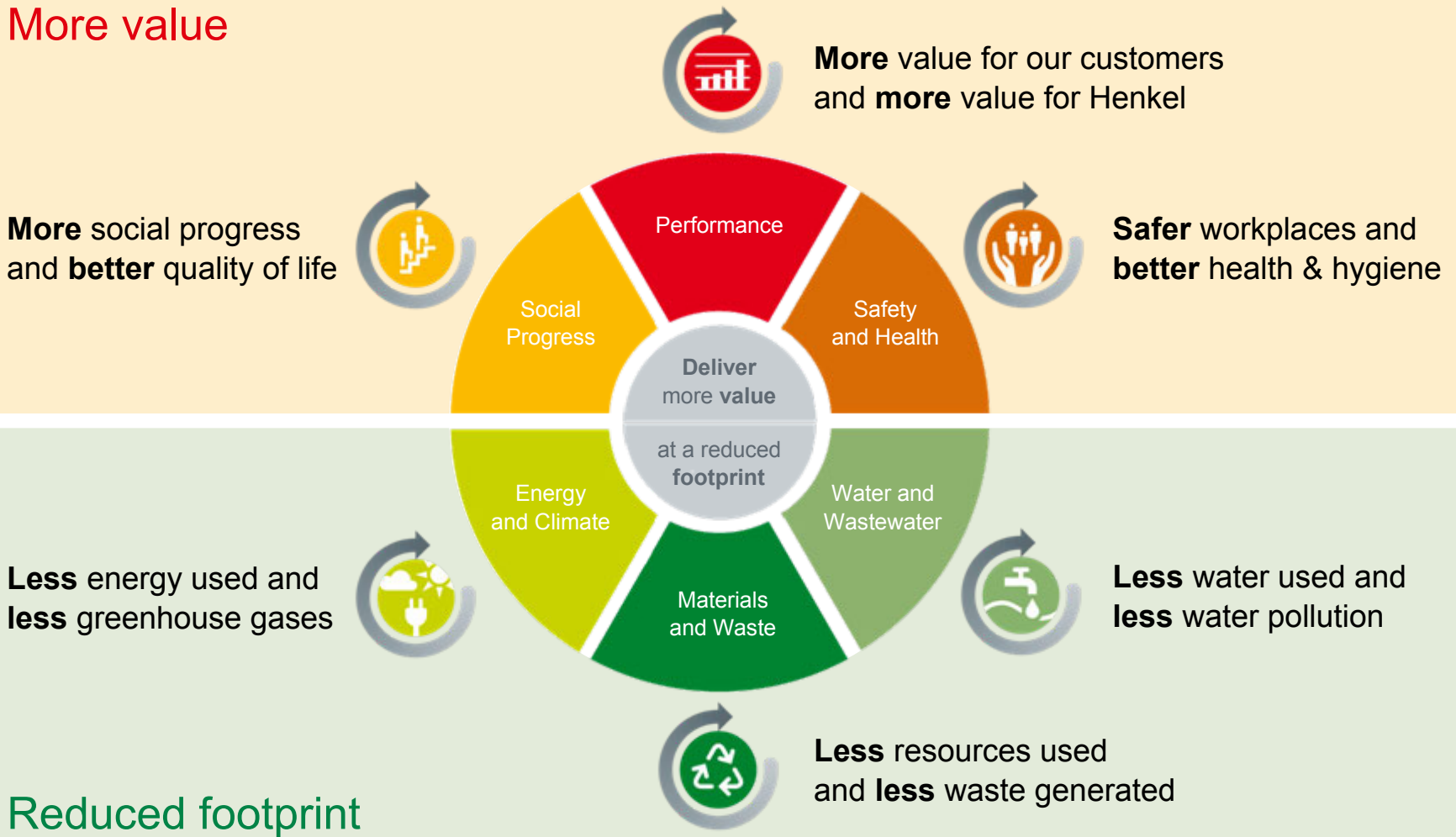


Jan-Dirk Auris
Adhesive Technologies



Our focal areas in sustainability

More value



Reduced footprint

Company founder and product branding pioneer Fritz Henkel



1878



1907

Fritz Henkel
1848 – 1930





Excellence is our Passion

