



Press Release

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Henkel's ranking among "World's Most Ethical Companies" confirmed

Henkel again recognized

Henkel has once again received public recognition as a socially responsible company: for the second time running, the Ethisphere Institute and Forbes Magazine, both of the USA, have included Henkel in their list of the "World's Most Ethical Companies". Only two German companies have made it to this list. Among the selection criteria are corporate social responsibility, management style and innovative strength.

Henkel has been confirmed as one of the "World's Most Ethical Companies" according to a panel of experts comprising US scientists, legal specialists and government representatives, whose job it was to select from over 10 000 candidate corporations those setting the best example in business ethics worldwide. Only two German corporations have made it to this list totaling 99 companies. "For more than 133 years sustainability and corporate social responsibility have been part of Henkel's genetic code. We are delighted to have done so well in this ranking, because it confirms the assessments by international rating agencies and sustainability analysts," comments Ernst Primosch, Corporate Vice President and Chief Communications & CSR Officer at Henkel.

Adopting a multistage approach, the Ethisphere Institute together with said independent team of experts selected the companies that, in their eyes, exhibited the best track records based on an assessment of the candidates' performance in a range of categories including corporate social responsibility, management style and innovative strength.

Henkel's record with respect to sustainability and corporate social responsibility has already gained an excellent standing in various national and international rankings and ratings. For example, in December 2008, the company was recognized as "Germany's Most Sustainable Brand" at the German Sustainability Congress. And in



the latest ranking of the “World’s Most Admired Companies” published by the renowned US business magazine Fortune, Henkel took first place among the German companies and number two in the global “Soaps and Cosmetics” category. Moreover, in a new study published at the beginning of 2009, Zürcher Kantonalbank, Zurich, Switzerland, named Henkel as the only company in the household products sector deserving of a AAA top score for sustainability. This rating relates to the overall performance of a company with respect to social and environmental issues.

For all the latest information on the Henkel approach to sustainable development and corporate social responsibility, please go to: www.henkel.com/sustainability

More information relating to the Ethisphere ranking can be found at:
www.ethisphere.com

For more than 130 years, Henkel has been a leader with brands and technologies that make people's lives easier, better and more beautiful. Henkel operates in three business areas – Home Care, Personal Care, and Adhesive Technologies – and is ranked among the Fortune Global 500 companies. More than 60 percent of Henkel's sales are in consumer goods, while the industrial business accounts for almost 40 percent of the company's total sales. In fiscal 2008, Henkel generated sales of 14,131 million euros and an adjusted operating profit of 1,460 million euros. More than 55,000 employees worldwide are dedicated to fulfilling Henkel's corporate claim, "A Brand like a Friend," and ensuring that people in more than 125 countries can trust in brands and technologies from Henkel.

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