



News Release

July 23, 2021

Henkel strengthens its sustainability position in Laundry & Home Care

Henkel acquires Swania SAS in France

- **Strong market position with ecological laundry and home care products**
- **Fast-growing and highly profitable brands**
- **Highly complementary to Laundry & Home Care portfolio of sustainable offers**
- **Strong and successful innovation track record**

Düsseldorf – Henkel has acquired Swania SAS, based in Nanterre, France, from Milestone Investisseurs and individual shareholders. Through this transaction, Henkel expands its position in the market for sustainable laundry and home care products and adds a highly complementary portfolio in very attractive and profitable market segments with a successful innovation track record.

Swania is the fastest-growing French independent player in the ecological home care market. In 2020, the company was even ranked as one of the top 20 fastest-growing consumer companies in France. The portfolio comprises the sustainable brand Maison Verte, which offers a wide variety of products certified with Ecolabel and accounts for more than 60 percent of total sales. Maison Verte is one of the most established sustainable home care brands in France with a very high brand awareness. The brand offers products for laundry and home care as well as for dishwashing. The vegan brand YOU, created for a young, tech-savvy target group and awarded with the Ecocert label, is also part of the portfolio. Traditional and well-known authentic brands Baranne and O’Cedar are completing the product range. In fiscal 2020, Swania generated sales of around 40 million euros.

“In line with our strategic agenda for purposeful growth we aim to create competitive edge through embedding sustainability into our businesses. Through this acquisition, we are adding attractive brands with a strong sustainability performance and compelling growth



opportunities to the portfolio of our Laundry & Home Care business,” said Henkel CEO Carsten Knobel.

“We are excited about the opportunity to add the Swania brands to our Laundry & Home Care business. The brands are fast-growing, and the company has a very successful innovation track record. This business is a perfect fit for our existing portfolio, adding highly complementary brands and expanding our position in the attractive market for sustainable laundry and home care products,” said Bruno Piacenza, Executive Vice President Laundry & Home Care at Henkel.

Both parties agreed to not disclose any financial details of the transaction.

About Henkel

Henkel operates globally with a well-balanced and diversified portfolio. The company holds leading positions with its three business units in both industrial and consumer businesses thanks to strong brands, innovations and technologies. Henkel Adhesive Technologies is the global leader in the adhesives market – across all industry segments worldwide. In its Laundry & Home Care and Beauty Care businesses, Henkel holds leading positions in many markets and categories around the world. Founded in 1876, Henkel looks back on more than 140 years of success. In 2020, Henkel reported sales of more than 19 billion euros and adjusted operating profit of about 2.6 billion euros. Henkel employs about 53,000 people globally – a passionate and highly diverse team, united by a strong company culture, a common purpose, and shared values. As a recognized leader in sustainability, Henkel holds top positions in many international indices and rankings. Henkel’s preferred shares are listed in the German stock index DAX. For more information, please visit www.henkel.com.

This information contains forward-looking statements which are based on current estimates and assumptions made by the corporate management of Henkel AG & Co. KGaA. Statements with respect to the future are characterized by the use of words such as “expect”, “intend”, “plan”, “anticipate”, “believe”, “estimate”, and similar terms. Such statements are not to be understood as in any way guaranteeing that those expectations will turn out to be accurate. Future performance and results actually achieved by Henkel AG & Co. KGaA and its affiliated companies depend on a number of risks and uncertainties and may therefore differ materially from the forward-looking statements. Many of these factors are outside Henkel’s control and cannot be accurately estimated in advance, such as the future economic environment and the actions of competitors and others involved in the marketplace. Henkel neither plans nor undertakes to update any forward-looking statements.

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