

Henkel
Acquires
Portfolio of
three US Hair
Professional
companies

Düsseldorf
June 4, 2014

 **sexy**hair®

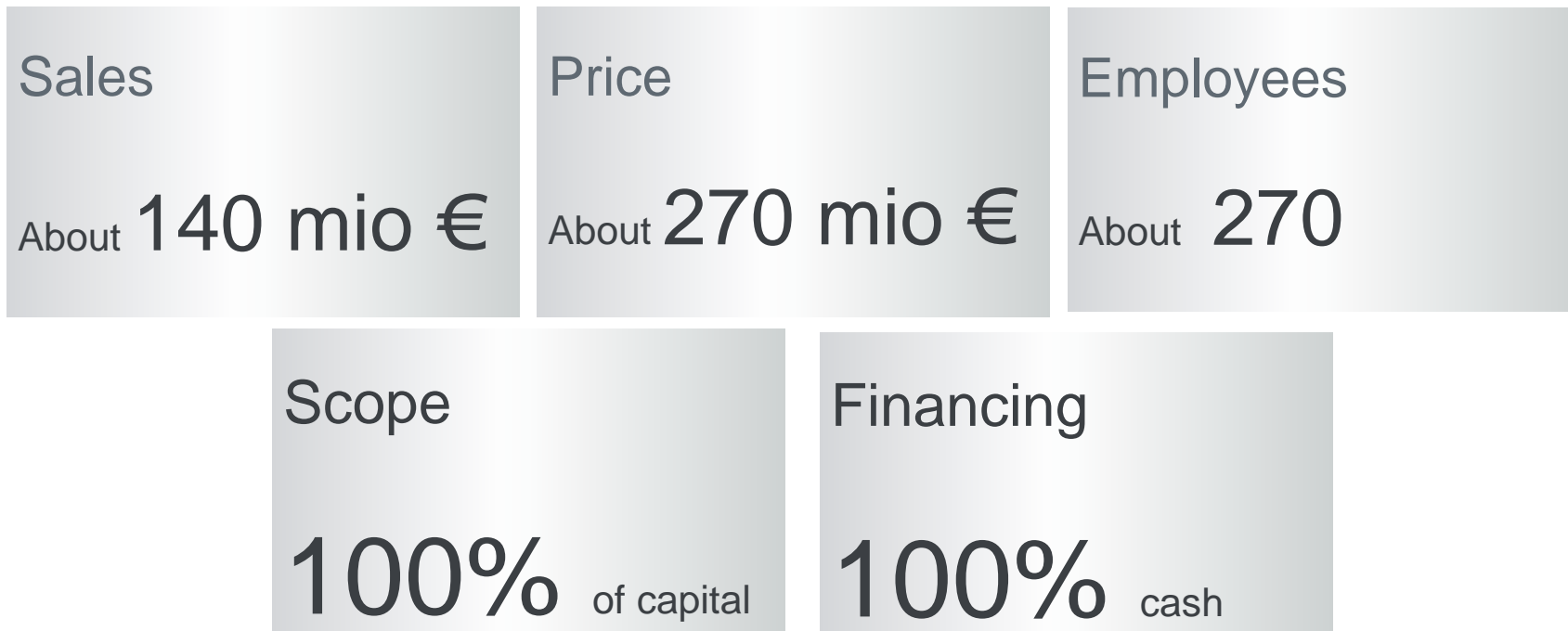

ALTERNA
PROFESSIONAL HAIRCARE®

KENRA®

Disclaimer

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.

Henkel further strengthens Hair Professional business in NA



High-performance and high-quality brands and organizations

Companies



- Leading positions in OTC Professional

Regional Presence



- Strong national distribution foothold in the US

Focus on Care and Styling

Sexy Hair



- 'Styles change. Sexy is forever.'
- Leading Trend Styling brand

Kenra



- 'Classic. Quality. Haircare'
- Full-Service Hair Salon brand

Alterna



- 'Pure. Proven. Professional.'
- Premium Hair Care

Strategic rationale: attractive country category positions in MM

- Further strengthen Hair Professional business
- Significantly expand position in key region North America
- Broaden portfolio with leading OTC brands
- Complement to our existing Hair Color portfolio in NA
- Contributing to our 2016 targets



Acquisition contributes to Henkel's 2016 financial targets



* incl. continuous portfolio optimization (without major acquisitions & divestments); EPS: adjusted per preferred share