



Henkel Fact Sheet 2017

Highlights

- New highs for sales, profitability and earnings
- All business units contributing to profitable growth
- Strong organic sales growth driven by Emerging Markets and Mature Markets
- Profitability and earnings driven by intensified cost management focus
- Successful closing of compelling acquisitions, integration well on track
- Substantial progress in implementation of strategic initiatives

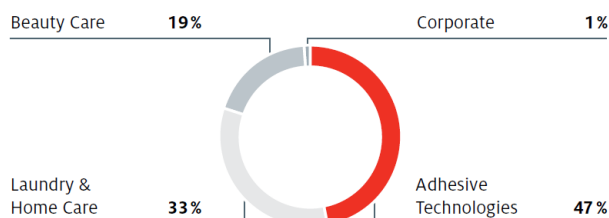
| Sales | EBIT | EPS | Dividend |
|----------------------|--|--|------------------------------|
| +3.1% | 17.3% | 5.85 euros | 1.79 euros |
| organic sales growth | adjusted ¹ return on sales (EBIT): up 0.4 percentage points | adjusted ¹ earnings per preferred share (EPS): up 9.1 percent | dividend per preferred share |

| in million euros | 2016 | 2017 | +/- 2016 - 2017 |
|---|--------|--------|--------------------|
| Sales | 18,714 | 20,029 | 7.0% |
| Adjusted ¹ operating profit (EBIT) | 3,172 | 3,461 | 9.1% |
| Adjusted ¹ return on sales (EBIT) in % | 16.9 | 17.3 | 0.4 pp |
| Adjusted ¹ earnings per preferred share in euros | 5.36 | 5.85 | 9.1% |
| Dividend per preferred share in euros | 1.62 | 1.79 | 10.5% |

pp = percentage points

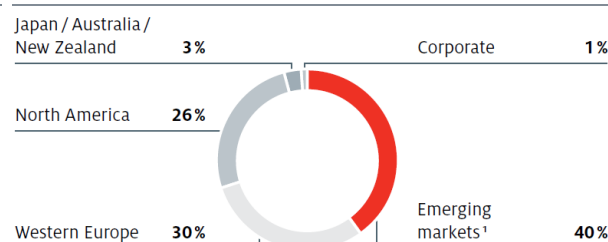
¹ Adjusted for one-time charges / gains and restructuring expenses.

Sales by business unit 2017



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

Sales by region 2017



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

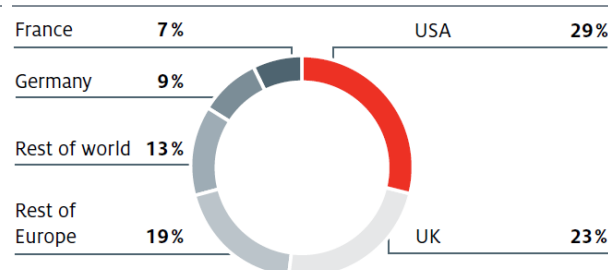
Shareholder structure

61.20 percent of our ordinary shares are held by members of the Henkel family share-pooling agreement.¹ Compared to the ordinary shares, our preferred shares are the significantly more liquid class of Henkel stock. Apart from the treasury shares (2.07 percent), they are entirely in free float. A large majority are owned by institutional investors whose portfolios are usually broadly distributed internationally.

Further information about Henkel and its shares are available on our Investor Relations Website www.henkel.com/ir

¹ As of October 12, 2018.

Institutional investors holding Henkel shares



At November 30, 2017
Source: Nasdaq.

Upcoming Events

| | |
|------------|--|
| 02/21/2019 | Conference Call & Earnings Release FY 2018 |
| 04/08/2019 | Annual General Meeting |
| 05/07/2019 | Conference Call & Earnings Release Q1 2019 |
| 06/27/2019 | Investor & Analyst Day Adhesive Technologies |
| 08/13/2019 | Conference Call & Earnings Release Q2 2019 |

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Henkel Fact Sheet 2017

Adhesive Technologies

- Very strong organic sales growth of 5.0%
- Significant sales increase in Emerging Markets
- Good sales performance in Mature Markets
- Adj. EBIT margin with good increase to all-time high
- Innovation rate ~30%

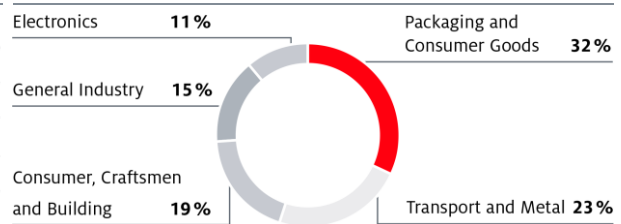


Key financials*

| in million euros | 2016 | 2017 | +/- |
|----------------------------------|-------|-------|--------|
| Sales | 8,961 | 9,387 | 4.8% |
| Proportion of Henkel sales | 48% | 47% | - |
| Adjusted operating profit (EBIT) | 1,629 | 1,734 | 6.4% |
| Adjusted return on sales (EBIT) | 18.2% | 18.5% | 0.3 pp |

pp = percentage points

Sales by business areas 2017



Beauty Care

- Positive organic sales growth of 0.5%
- Emerging Markets with positive organic growth
- Mature Markets slightly below prior-year level
- Adj. EBIT margin with good increase to all-time high
- Innovation rate ~40%

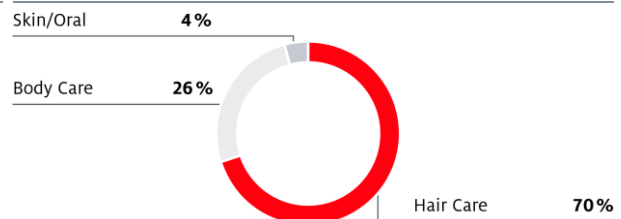


Key financials*

| in million euros | 2016 | 2017 | +/- |
|----------------------------------|-------|-------|--------|
| Sales | 3,838 | 3,868 | 0.8% |
| Proportion of Henkel sales | 20% | 19% | - |
| Adjusted operating profit (EBIT) | 647 | 665 | 2.7% |
| Adjusted return on sales (EBIT) | 16.9% | 17.2% | 0.3 pp |

pp = percentage points

Sales by business areas 2017



Laundry & Home Care

- Good organic sales growth of 2.0%
- Good increase in sales in Emerging Markets
- Mature Markets with positive organic growth
- Adj. EBIT margin with good increase to all-time high
- Innovation rate ~45%

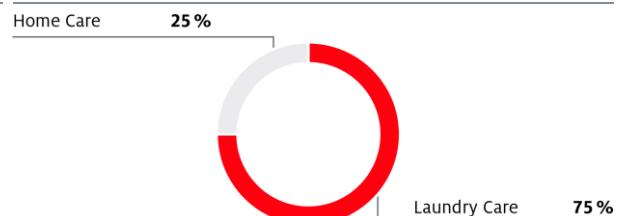


Key financials*

| in million euros | 2016 | 2017 | +/- |
|----------------------------------|-------|-------|--------|
| Sales | 5,795 | 6,651 | 14.8% |
| Proportion of Henkel sales | 31% | 33% | - |
| Adjusted operating profit (EBIT) | 1,000 | 1,170 | 17.0% |
| Adjusted return on sales (EBIT) | 17.3% | 17.6% | 0.3 pp |

pp = percentage points

Sales by business areas 2017



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