

Henkel Beauty Care Press Information

September 2018

Schwarzkopf opens the public vote for the new Million Chances Award

Public Voting kicks off for the Schwarzkopf Million Chances Award

The public voting for the Schwarzkopf Million Chances Award begins: From September 10 until October 7, 2018 the public can vote for nonprofit initiatives and projects whose main objective is the creation of a better future for girls and women. The winning project of the public voting receives one out of four Schwarzkopf Million Chances Awards which are each endowed with a 10.000 Euro prize money. The other three awards are presented by a top-class jury.

Düsseldorf – From September 10 until October 7, 2018 visitors of the Schwarzkopf website can easily vote for their favorite project. For the first time, the Schwarzkopf Million Chances Award honors initiatives and aid projects which support girls and women in the sectors of health, education, economic emancipation or rights and integration. From June until September 2018, initiatives from Germany, Austria and Switzerland which dedicate their work locally or worldwide to helping girls and women had the possibility to apply for the award.

All four winning projects receive a monetary prize of 10.000 Euros. The prize money is facilitated by the support of the Fritz Henkel foundation, in which the social engagement of Henkel is bundled.

The public voting is now open online at www.schwarzkopf.de/de/highlights/award.html. Every participant of the public voting can only vote for one project. It is not possible to vote for multiple projects. In case of a change of opinion, the user can use his already submitted vote for a different project. A jury of experts decides on further winners in three other award categories.

Public voting: September 10 until October 7, 2018

Announcement of the four winning projects: End of October 2018

The Schwarzkopf Million Chances initiative independently or in cooperation with independent organizations supports projects worldwide since 2016: The aim is to support girls and women in facing their challenges and to convey self-confidence and perspective for their lives.

About Schwarzkopf

120 years ago, chemist Hans Schwarzkopf laid the foundations for a truly international brand that stands for quality, reliability, expertise and innovation. Today, Schwarzkopf is a global pioneer in hair cosmetics. It is the leading hair care brand in Europe for color and styling, and the most successful online hair cosmetics brand in China. Schwarzkopf, Henkel Beauty Care's largest brand, generates revenue of approximately €2 billion 2017 in over 60 markets worldwide, in branded consumer goods and the professional hair salon industry. Its products include hair colorants Brillance and Diadem, and hair care and styling products Schauma, Taft, Gliss Kur and got2b.

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 2017, Henkel reported sales of 20 billion euros and adjusted operating profit of around 3.5 billion euros. Combined sales of the respective top brands of the three business units – Loctite, Schwarzkopf and Persil – amounted to 6.4 billion euros. Henkel employs more than 53,000 people globally – a passionate and highly diverse team, united by a strong company culture, a common purpose to create sustainable value, 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.

Photos are available online at <http://www.henkel.com/press>

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