



Henkel Beauty Care

Press release

July 2020

Application phase has begun

Now, for the third time: The Schwarzkopf Million Chances Award honors those initiatives that support women and girls!

After its successful launch in 2018, the Schwarzkopf Million Chances Award will be presented again this year. With this award, Schwarzkopf rewards initiatives that support "Female Empowerment." The goal is to give women and girls the same opportunities as boys and men in the long term. To promote equal opportunities and motivate others, the Schwarzkopf Million Chances Award, which is funded with a total of 40,000 euros, is now entering its third round.

Düsseldorf - Last year, four initiatives received the Million Chances Award from Schwarzkopf: **Dunkelziffer e.V.**, the association **CyberMentor**, the association **ReDI School of Digital Integration GmbH** and the **SWANS Initiative**. To build on the success of recent years, Schwarzkopf is again presenting the Million Chances Award, which honors non-profit organizations and supports them with 10,000 euros each. From **August 03rd to September 15th, 2020**, all initiatives focusing on girls and women are called upon to apply for the award. The prizes will be awarded in three categories: "**Build Up**," "**Move Up**," and "**Start Up**." "Build Up" is committed to the education of girls, "Move Up" helps women to start a career, "Start Up" supports women in cases of professional or private obstacles. A top-class jury selects the winners.

Saskia Schmaus, Corporate Director International Henkel Beauty Care: "The present time is not easy for anyone. Women, in particular, are confronted with the challenge of balancing family and career. This makes it all the more important to promote female empowerment this year again."

The Schwarzkopf team is especially looking forward to public voting again. From **September 16th to October 07th, 2020**, everyone will have the opportunity to find out about the entries and choose the winner of the Public Voting Award.

Once again, four initiatives from Germany, Austria, and Switzerland will be honored for their outstanding commitment to girls and women. As part of the Schwarzkopf Million Chances



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Awards 2020, each one of the four winning initiatives will receive 10,000 euros, which they can use to continue their extraordinary work.

The Schwarzkopf Million Chances Award: When does what happen?

August 03rd - September 15th: Application phase

September 16th: Start of public voting

October 07th: End of public voting

November: Award ceremony/ announcement of the winners

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 2019, Henkel reported sales of more than 20 billion euros and adjusted operating profit of more than 3.2 billion euros. Henkel employs more than 52,000 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.

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