



Press Release

September 10, 2020

The edgy and bold göt2b® brand signs on to sponsor first-ever “Das Race,” an innovative new digital format that combines the worlds of gaming and esports entertainment, streaming on Twitch

göt2b® announces title sponsorship of “Das Race”, a first-of-its-kind digital racing experience

Stamford, CT - [göt2b®, Henkel's trend-setting color and styling brand](#), announces it will sponsor **Das Race**, a new digital entertainment format, premiering exclusively on Twitch, the world's leading live streaming platform. Das Race will introduce a unique way of approaching racing as an entertainment format, with the goal of bringing it into the mainstream and integrating it with digital lifestyle, arts and music. Along with a full-scale track in Los Angeles and racers from across the country tuning in to compete remotely, Season 1 of Das Race will consist of 6 episodes that will all stream on Twitch throughout September and October, with Episode 1 premiering on Saturday, September 12 at 5PM PST/8PM EST.

As part of got2b's mission to inspire consumers to break free from society's expectations, the brand is always seeking new ways to take risks and push boundaries, making the partnership with Das Race a strong fit. göt2b®'s selection of forward-thinking, trendy hair colors and styling products empower people to switch up their looks, self-experiment and self-express without limits, so that they feel free to be whoever they want to be. Now more than ever, brands are seeking creative ways to invent new forms of entertainment. Das Race is a way to bring e-sports to life through the touch of a video game controller. With this partnership, göt2b® hopes to reach a new audience, encouraging them to embrace their racing persona, and tap into the world of gaming to further spread this message to participants and viewers.

“When we are online, we take on the identity of our imagination and whoever we want or wish we could be, so this felt like a natural partnership for göt2b® and what we stand for,” said Marketing Director of Hair at Henkel, Manuela Emmrich. “Not only do we get to educate an international audience about our brand, but we're also tap

into the gaming industry that continues to gain momentum and popularity with the online consumers that align with our brand interests. It's a huge opportunity for göt2b® and we are looking forward to a high-octane, energized collaboration!"

"With Das Race, we've created a unique celebrity and personality-driven race format," says Managing Director at Veritas Entertainment, Dorian Gorr. The players can control RC cars across an LA-based race track that lives virtually, all from the comfort of their own home. Through cutting-edge technology we want to bring a new form of entertainment to Twitch that merges physical and digital experience into something that guarantees unique content."

göt2b® is pleased to have friends of the brand and drag queen superstars taking part in the races on the brand's behalf. Tune in for more!

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About Henkel in North America

In North America, Henkel operates across its three business units: Adhesive Technologies, Beauty Care, and Laundry & Home Care. Its portfolio of well-known consumer and industrial brands includes Schwarzkopf® hair care, Dial® soaps, Right Guard® antiperspirants, Persil®, Purex® and all® laundry detergents, Snuggle® fabric softeners, as well as Loctite®, Technomelt® and Bonderite® adhesives. With sales of around 6 billion US dollars (5 billion euros) in 2019, North America accounts for 26 percent of the company's global sales. Henkel employs approximately 9,000 people across the U.S., Canada and Puerto Rico. For more information, please visit www.henkel-northamerica.com.

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.

Photo material is available at www.henkel-northamerica.com/press

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