



Press Release

October 7, 2020

Top Tier Automotive Aftermarket Brands Reward Customer Loyalty

LOCTITE Joins eXtra Awards Program

ROCKY HILL, Conn. - Henkel Corporation announced today that its LOCTITE® brand will join the eXtra Automotive Aftermarket Awards Program in North America. With over 150,000 active participants worldwide, eXtra Awards is the largest global online loyalty program for independent automotive aftermarket service center owners. eXtra Awards Program participants will now earn points on qualifying LOCTITE Vehicle Repair & Maintenance products that are redeemable for over one million rewards including merchandise, events, travel, and business services. LOCTITE joins other renowned brands in the program which was initiated by Bosch Automotive Aftermarket in 2009 to offer valuable rewards, discounts, and special promotions to independent automotive repair shop owners for purchases they make every day.

LOCTITE is Henkel's flagship brand for innovative automotive and industrial adhesives, sealants, coatings, and cleaners. LOCTITE products eligible to earn points in the eXtra Awards Program include threadlockers, thread sealants, retaining products, liquid gaskets, lubricants, and repair adhesives.

"Henkel is excited to join forces with other premium aftermarket brands in the eXtra Awards Program in North America," says James Badalamenti, Director of Global Business Development for Henkel's Vehicle Repair and Maintenance business. "The eXtra Awards Program provides a world-class digital platform for communicating the value of LOCTITE solutions and building long term loyalty with independent automotive service center customers."

Automotive service center owners can sign up for free at www.extra-awards.com in the United States. During registration, service center owners select their distribution partners who in return provide information on eligible purchases to the service center's eXtra online account. With more than one million awards and 100,000 special discounts daily, shops can pick up the latest electronics products, power tools, sporting goods, airline tickets and more, all for continuing to purchase trusted, premium brands.

The system is completely paperless, allowing participating service centers to focus on servicing vehicles for their valued customers not submitting receipts.

“The eXtra partner companies enthusiastically welcome Henkel and the LOCTITE brand to the program. LOCTITE is the go-to solution for reliable automotive adhesives, sealants and coatings at automotive aftermarket service centers. LOCTITE will expand our service center reach and strengthen the eXtra value proposition for all of our supply partners”, stated Uli Jaschek, Director of Product Marketing at Bosch Automotive Aftermarket.

Aftermarket distributors interested in participating in the eXtra Award Program should contact their local LOCTITE sales representative.

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, and on Twitter [@Henkel_NA](https://twitter.com/Henkel_NA).

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

About Bosch

Having established a regional presence in 1906 in North America, the Bosch Group employs 34,600 associates in more than 100 locations, as of December 31, 2019. In 2019 Bosch generated consolidated sales of \$14.4 billion in the U.S., Canada and Mexico. For more information, visit www.bosch.us, www.bosch.ca and www.bosch.mx.

The Bosch Group is a leading global supplier of technology and services. It employs roughly 400,000 associates worldwide (as of December 31, 2019). The company generated sales of 77.7 billion euros in 2019. Its operations are divided into four business sectors: Mobility Solutions, Industrial Technology, Consumer Goods, and Energy and Building Technology. As a leading IoT provider, Bosch offers innovative solutions for smart homes, Industry 4.0, and connected mobility. Bosch is pursuing a vision of mobility that is sustainable, safe, and exciting. It uses its expertise in sensor technology, software, and services, as well as its own IoT cloud, to offer its customers connected, cross-domain solutions from a single source. The Bosch Group’s strategic objective is to facilitate connected living with products and solutions that either contain artificial intelligence (AI) or have been developed or manufactured with its help. Bosch improves quality of life worldwide with products and services that are innovative and spark enthusiasm. In short, Bosch creates technology that is “Invented for life.” The

Bosch Group comprises Robert Bosch GmbH and its roughly 440 subsidiary and regional companies in 60 countries. Including sales and service partners, Bosch's global manufacturing, engineering, and sales network covers nearly every country in the world. The basis for the company's future growth is its innovative strength. Bosch employs some 72,600 associates in research and development at 126 locations across the globe, as well as roughly 30,000 software engineers.

Additional information is available online at www.bosch.com, www.iot.bosch.com, www.bosch-press.com, www.twitter.com/BoschPress. Exchange rate: 1 EUR = 1.1027

About Bosch Automotive Aftermarket

Bosch's Automotive Aftermarket division (AA) provides aftermarket and repair shops worldwide with a complete range of diagnostic and repair shop equipment and a wide range of spare parts – from new and exchange parts to repair solutions – for passenger cars and commercial vehicles. Its product portfolio includes products made as Bosch original equipment, as well as aftermarket products and services developed and manufactured in-house. More than 18,000 associates in 150 countries, as well as a global logistics network, ensure that some 650,000 different spare parts reach customers quickly and on time. In its "Automotive Service Solutions" operations, Bosch AA supplies testing and repair-shop technology, diagnostic software, service training, and information services. In addition, the division is responsible for the "Bosch Service" repair-shop franchise, one of the world's largest independent chains of repair-shops, with some 20,000 workshops.

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