

## HENKEL FY 2021

CARSTEN KNOBEL, MARCO SWOBODA, 23 FEBRUARY 2022







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## **KEY TOPICS TODAY**



## RESULTS FY 2021 & OUTLOOK 2022

- Good performance in FY 2021
- Outlook 2022: strong top-line momentum, while earnings impacted by input cost inflation

## WIN THE 20S THROUGH PURPOSEFUL GROWTH

## PROGRESS STRATEGIC FRAMEWORK

- Implementation of Purposeful Growth Agenda well on track
- Clear priorities to further advance to the next level of execution



### WAY FORWARD

- Driving creation of Henkel
   Consumer Brands with full force
- Stepping up with 2030+
   Sustainability Ambition Framework



## AGENDA

01	Results Full Year 2021	
02	Outlook 2022	
03	Strategic Framework	
04	Key Take-Aways & Closing	



# GOOD PERFORMANCE IN CHALLENGING ENVIRONMENT FY 2021

ORGANIC SALES GROWTH

7.8%

Significant organic growth supported by all business units

ADJUSTED FBIT MARGIN

13.4%

Strong volume growth and pricing / savings offsetting accelerated headwinds from direct material prices ADJUSTED EPS<sup>1</sup>

€4.56

+9.2% at constant currencies

FREE CASH FLOW

€1.5 bn

Net financial position improved to €-0.3 bn

DIVIDEND<sup>2</sup>

€1.85

Sustaining track record of at least stable pay-out



## CONTINUED RECOVERY OF INDUSTRIAL PRODUCTION

#### **ADHESIVE TECHNOLOGIES MARKETS**<sup>1</sup>







LIFESTYLE



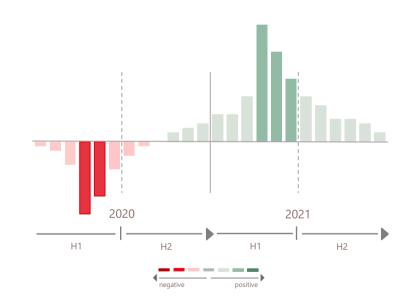




**INDUSTRIALS** 

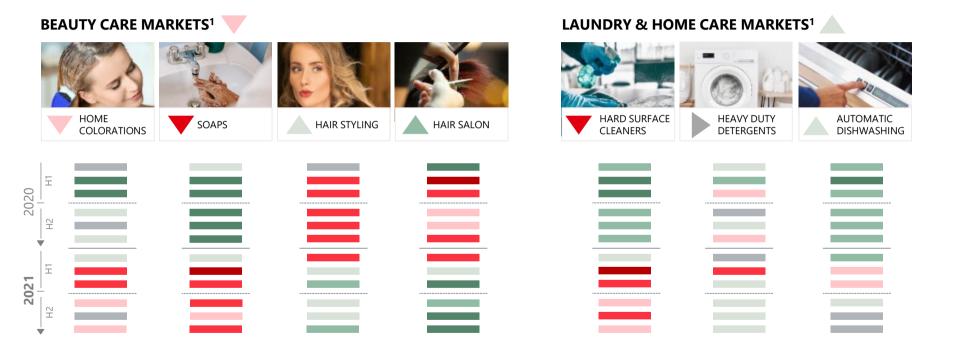


#### **INDUSTRIAL PRODUCTION INDEX<sup>2</sup>**





## VARYING DYNAMICS IN CONSUMER CATEGORIES



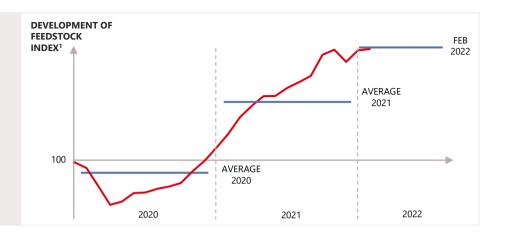


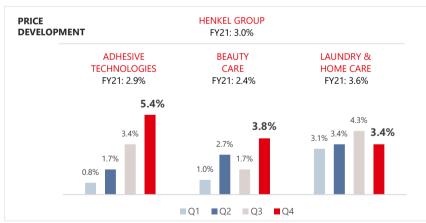


HENKEL FY 2021

#### UNPRECEDENTED INPUT COST INFLATION

- Broad-based and drastic price increases for raw materials and logistics (low double-digit percentage increase)
- Resulting in €1 bn gross price headwinds in 2021





### **ACCELERATING PRICING INITIATIVES**

- Comprehensive saving and pricing initiatives in full execution
- Strong pricing across all business units not yet fully compensating headwinds



## HENKEL WITH STRONG 2-YEAR OSG CAGR

HENKEL GROUP 3.5% ORGANIC SALES **ADHESIVE BEAUTY** LAUNDRY & **GROWTH CAGR TECHNOLOGIES** CARE **HOME CARE** 2019-2021 4.2% -0.7% 4.7% MARKET DEVELOPMENT<sup>1</sup> 2019-2021



## SALES GROWTH DRIVEN BY BOTH VOLUME AND PRICING



- Significant organic sales growth in highly challenging environment driven by both strong price and volume expansion
- Nominal sales increased to €20.1 billion, held back by strong currency headwinds



## ORGANIC GROWTH ACROSS ALL REGIONS



MATURE MARKETS

2.5%

EMERGING MARKETS

15.4%



## **ADHESIVE TECHNOLOGIES**

#### FY 2021

ORGANIC SALES GROWTH

13.4%

Price: 2.9%

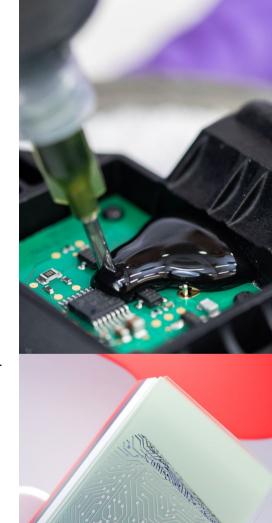
Volume: 10.5%

ADJUSTED EBIT MARGIN

16.2%

Change y-o-y: +100 bps

- Double-digit growth across all business areas and supported by all regions
- Growth driven by significantly higher volumes and accelerating pricing throughout the year
- Adj. EBIT margin improvement driven by double-digit volume recovery and despite drastic raw material cost headwinds



## **BEAUTY CARE**

#### FY 2021

ORGANIC SALES GROWTH

1.4%

Price: 2.4%

Volume: -1.0%

ADJUSTED EBIT MARGIN

9.5%

Change y-o-y: -50 bps

- Strong comeback in Professional with double-digit growth across all regions
- Consumer overall below previous year with mixed developments across categories
- Adj. EBIT margin slightly below prior year impacted by lower gross margin and higher investments in marketing and advertising



## LAUNDRY & HOME CARE

#### **FY 2021**

organic sales growth 3.9%

Price: 3.6% Volume: 0.3%

ADJUSTED EBIT MARGIN

13.7%

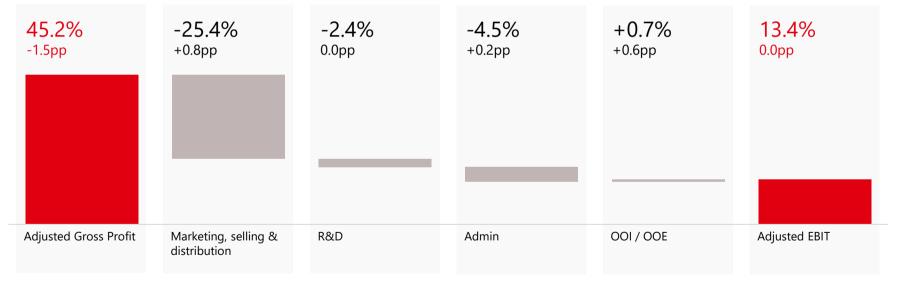
Change y-o-y: -130 bps

- Growth driven by pricing with strong organic growth in both Laundry Care and Home Care
- Record market shares in Europe, MEA and APAC all regions growing except for NA
- Adj. EBIT margin lower due to unprecedented raw material/logistics price increases not yet compensated by pricing and savings initiatives



## BRIDGE FROM ADJUSTED GROSS PROFIT TO ADJUSTED EBIT

#### IMPACT ON ADJUSTED EBIT MARGIN IN PP VS. PY, IN % OF SALES





## BRIDGE FROM REPORTED TO ADJUSTED EBIT

in € m

2,214

**REPORTED EBIT** 

-13

**ONE-TIME INCOME** 

+259

**ONE-TIME EXPENSES** 

+227

RESTRUCTURING

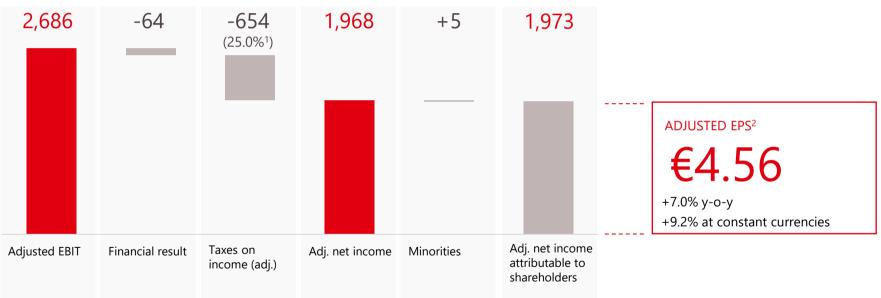
2,686

ADJUSTED EBIT



## EARNINGS PER SHARE SIGNIFICANTLY INCREASED







HENKEL FY 2021

## STRONG WORKING CAPITAL, CASH FLOW AND LOW NET DEBT

NET WORKING CAPITAL FREE CASH FLOW NET FINANCIAL POSITION  $\in 1,478 \text{ m}$   $\in -292 \text{ m}$ Change y-o-y Change y-o-y Change vs. year-end +150 bps  $- \notin 862 \text{ m}$   $+ \notin 596 \text{ m}$ 

- Normalization of net working capital compared to extraordinary low 2020 levels, 150 bps below pre-COVID level
- Good free cash flow despite working capital expansion with further reduced net debt level
- Successful placements of sustainability-linked bonds totaling €720 m at attractive conditions:
   first bonds issued under new Sustainable Finance Framework



## STRINGENT EXECUTION OF CAPITAL ALLOCATION STRATEGY

- Investing in growth, capacity expansion and sustainability/digital
- Total CapEx equivalent to 3.2% of Group sales in 2021

INVESTMENTS 2021

€640 m

ACQUISITION 2021

€166 m

- Successful acquisition of Swania
- M&A integral part of strategy
- Complemented by selected Venture Capital investments

- Stable dividend proposed to AGM, equivalent to 40.5% pay-out
- Dividend policy unchanged going forward at 30-40%

DIVIDEND<sup>1</sup> FOR 2021

€1.85

SHARE BUYBACK 2022/23

€1 bn

- Buyback started on Feb 15
- Up to €1 bn to be purchased until end of Q1 2023



## **AGENDA**

- 01 Results Full Year 2021
- 02 Outlook 2022
- 03 Strategic Framework
- 04 Key Take-Aways & Closing



## **OUTLOOK 2022 UNCHANGED**

**ORGANIC SALES GROWTH** 

+2.0 to 4.0%

ADHESIVE +5.0 to 7.0% TECHNOLOGIES

TECHNOLOGIES

BEAUTY -5.0 to -3.0%

LAUNDRY &

HOME CARE +2.0 to 4.0%

ADJUSTED EBIT MARGIN

11.5 to 13.5%

ADHESIVE 15.0 to 17.0% TECHNOLOGIES

BEAUTY 7.5 to 10.0%

LAUNDRY &

HOME CARE 10.5 to 13.0%

ADJUSTED EPS1

-15 to +5%

At constant exchange rates

reflecting high level of market uncertainty and volatility



## KEY ASSUMPTIONS AND FACTORS

#### INPUT COST INFLATION

- Average direct materials price increase of low double-digit % expected for 2022
- Comprehensive countermeasures incl. additional pricing/savings initiatives to be implemented throughout 2022 with full P&L effect from 2023
- Final results also depending on feasibility and respective timing of pricing initiatives to be implemented







#### STRATEGIC MEASURES

- Beauty Care OSG outlook includes discontinuation of non-core activities (~5pp of 2021 business unit sales)
- Benefits and other one-time effects from **merger** of Laundry & Home Care and Beauty Care **not yet included in outlook**



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# WIN THE 20s THROUGH PURPOSEFUL GROWTH

WINNING **PORTFOLIO** 

COMPETITIVE **EDGE** 

**INNOVATION** 

**SUSTAINABILITY** 

DIGITALIZATION

FUTURE-READY OPERATING MODELS

COLLABORATIVE **CULTURE** & EMPOWERED **PEOPLE** 



## WINNING PORTFOLIO

#### 

#### **ACTIVE PORTFOLIO MANAGEMENT**

**Target achieved:** Brands and businesses with total sales volume of ~**€0.5 bn divested or discontinued** in 2020/2021





## PORTFOLIO STRENGTHENED WITH ACQUISITIONS

More than €600 m total spend, adding annual revenues of >€200 m

Enhancing portfolio across all three business units

- Further shaping consumer portfolio based on comprehensive review with focus on attractive growth and margin potential
- M&A remains integral part of our strategy, with clear criteria: availability of target, strategic fit, financial attractiveness





# NEXT STEP IN HENKEL'S ACTIVE PORTFOLIO MANAGEMENT

# ACQUISITION OF SHISEIDO'S HAIR PROFESSIONAL BUSINESS IN APAC

#### **Step-change for Henkel's Professional business**

- Acquiring attractive portfolio with strong and successful premium brands
- Adding >€100 m annual sales and strong R&D capabilities
- Henkel's Professional business advancing to one of the leading players in dynamic growth region APAC
- Strong partnership with Shiseido to support future business growth



## INNOVATION

#### **IMPACTFUL INNOVATIONS**

Adhesive Technologies advancing with **high impact solutions** addressing global megatrends

Successful launches in Beauty Care and Laundry & Home Care focusing on sustainability and growth segments





## STRENGTHEN CUSTOMER COLLABORATION

New **state-of-the-art** Adhesive Technologies **Inspiration Center** in DUS

**Intensified collaboration** with start-ups, incubators and thinktanks



- Launching new €150 m Venture Capital Fund II
- Continue investments to boost strong innovation pipeline and expand market positions
- Fully leverage potential of customer and consumer collaborations through innovation centers, D2C platforms and AI tools



## **SUSTAINABILITY**

# WINNING PORTFOLIO COMPETITIVE EDGE SUSTAMABLITY DIGITALIZATION COLLABORATIVE CULTURE & EMPLOYMERED PEOPLE FUTURE-READY OPERATING MODELS

#### **KEY MILESTONES ACHIEVED**

CO<sub>2</sub> reduced by 50% – share of green electricity increased to 68%

Share of **recyclability** of our packaging at **86%** 





#### **ADVANCING PORTFOLIOS**

Ongoing **transformation** of products and portfolios **towards sustainability contribution** across all business units





#### **EXTERNAL RECOGNITION**

**Excellent results in ratings and rankings**, including EcoVadis Platinum Recognition Level, ISS ESG rating B+

- Step up efforts guided by new
   2030+ Sustainability Ambition Framework
- Further advance portfolios, making sustainability a true competitive differentiator for consumers and customers
- Advancing Adhesive Technologies portfolio building on comprehensive approach to map and track sustainability contribution



## DIGITALIZATION



#### STRONG E-COMMERCE EXPANSION

**Digital sales share** increased to more than **18%** on Group level in FY 2021

Organic **digital sales growth** of **~60%** across businesses vs. 2019

**B2B e-shops** in Adhesive Technologies and Beauty Care Professional boosting digital sales growth





#### SUCCESSFUL INITIATIVES

Combined digital unit **Henkel dx** fully operational – investing in new initiatives while optimizing IT spend

**Pioneering role in industry 4.0** confirmed by WEF

- Further strengthen e-shops as driver for digital sales growth
- Leverage hubs in Berlin & Shanghai with strong collaboration between dx and business units
- Scaling up new digital RAQN platform with focus on e-commerce



# **OPERATING MODELS**

# **FUTURE-READY**

#### CLOSER TO CUSTOMERS & CONSUMERS

**Customer-centric organization in Adhesive Technologies** established

Organizational changes in **consumer businesses** for more regional focus and customer proximity

Purchasing organization aligned to business units, innovation and procurement markets





#### **EFFICIENT STRUCTURES AND COST FOCUS**

Freeing up resources for sustained and targeted investments into sustainability, digital and innovation



- Successful completion of Laundry & Home Care and Beauty Care merger into new Henkel Consumer Brands
- Optimization of support structures and stringent management of cost base



# COLLABORATIVE CULTURE & EMPOWERED PEOPLE

"PIONEERS AT HEART FOR THE GOOD OF GENERATIONS"

#### PURPOSE & CORPORATE BRAND

**New purpose as north star** of Henkel team and Purposeful Growth Strategy, supported by **launch of new corporate brand** 

#### **CULTURAL TRANSFORMATION**

**100% of top executives engaged** in new leadership trainings and 360° feedback





#### NEW WAYS OF WORKING

**Holistic Smart Work concept** developed and global roll-out started



- Continue cultural journey with a focus on 'enabling pioneers' with strong initiatives targeting all levels of the organization
- Complete roll-out of Smart Work concept focusing on health & well-being and digital workplaces
- Strengthen diversity, equity and inclusion across all dimensions



## ACHIEVEMENTS 2020/2021

- Strong progress along all six pillars of Purposeful Growth Agenda since launch in early 2020
- Key milestones achieved, but also areas for improvement and need for change identified
- Clear priorities set for next level of implementation to fully leverage potential



COLLABORATIVE **CULTURE** & EMPOWERED **PEOPLE** 

## HIGHLIGHTS WAY FORWARD





**CREATION OF HENKEL CONSUMER BRANDS** 



2030+ SUSTAINABILITY AMBITION FRAMEWORK



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## A WINNING COMBINATION

#### Creating one multi-category platform for growth

 Stronger basis for shaping and growing the portfolio with clear must-haves to be part of Consumer Brands

### **Unleash potential of combined scale**

 Joint forces to advance in fields critical for success, leveraging substantial synergy potential to invest in growth and drive margin

#### **Empower one team to win**

 One leadership team with leaner structures and faster decisions as well as bigger roles and opportunities for teams





## SHAPING CONSUMER PORTFOLIO

### **Stronger basis to shape**

- Clear ambition to step up active portfolio management, comprehensive strategic review process ongoing
- Focus on ability to win, growth potential and healthy gross margin
- First portfolio measures already decided and in implementation in Beauty Care, equivalent to 5pp of business unit revenue 2021

#### **Broader options to expand**

- Creating stronger basis for acquisitions across the consumer space
- Short-term focus is on successful transformation.
- M&A remains integral part of Consumer strategy, supported by strong balance sheet and cash flows



# LEAN ORGANIZATIONAL STRUCTURE WITH CUSTOMERS AND CHANNELS AT THE CENTER

## CLEAR STRUCTURE & RESPONSIBILITIES

Strong accountability with set-up of 4 regions

2 global categories: Laundry & Home Care, and Hair including Professional

Future structure and responsibilities already announced internally

## CUSTOMER & CHANNEL CENTRICITY

One face to retailer, trade, or channel partners across all our consumer categories

Joint capabilities: opportunity to deliver stronger growth and boost competitive edge

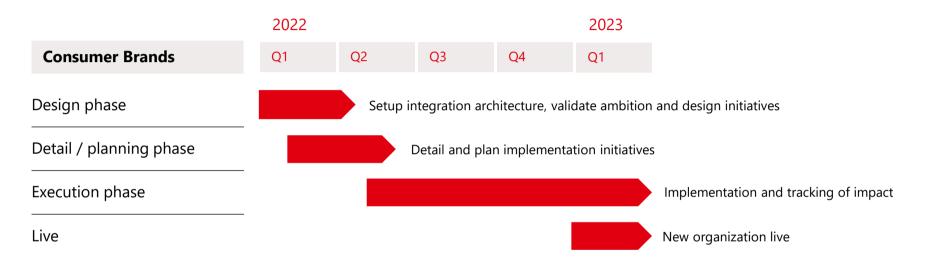
## SYNERGY POTENTIAL

Significant synergies expected in administration, sales & marketing and supply chain

Synergies to be re-invested in growth and to support profitability



#### CLEAR PATH TOWARDS CREATION OF CONSUMER BRANDS



- Preparations for integration process started with aim to have organization in place latest by beginning of 2023
- Further information on integration process, planned portfolio measures, expected synergies and restructuring expenses to be provided together with Q1 report on May 5, 2022



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## SUSTAINABILITY AS KEY STRENGTH OF HENKEL

#### **Strong heritage**

Deep roots in sustainability with consistent focus and commitment throughout decades

#### **Ambitious targets**

Comprehensive set of targets covering key dimensions of sustainability

#### **Strong performance**

Well on track to achieve targets – also recognized in key sustainability ratings



## KEY FACTORS DRIVING ACCELERATION

#### **External factors**

**Internal factors** 

**SCIENTIFIC INSIGHTS** 

**GLOBAL POLICIES** 

**MARKET SHIFTS** 

HENKEL PURPOSE

**GROWTH STRATEGY** 

**CULTURAL CHANGE** 

**CUSTOMERS** 

**CONSUMERS** 

**STAKEHOLDERS** 

LEADERSHIP BEHAVIORS

**FUTURE OF WORK** 

**EMPLOYEE ENGAGEMENT** 



ALIGNING KEY DIMENSIONS
UNDER ONE SHARED AMBITION



### REGENERATIVE PLANET

We will enable a circular and net-zero carbon future by transforming our business, products and raw materials underpinned by science and innovation.

**OUR SUSTAINABILITY AMBITION 2030+** 

### TRANSFORMATIONAL IMPACT FOR THE GOOD OF GENERATIONS

PRODUCTS | PEOPLE | PARTNERSHIPS



We will help people lead a better life through the collective strength of our business and brands by supporting inclusiveness, education and wellbeing.



We will drive performance and systems change with integrity through our values-based culture, deep rooting in science and our passion for technology.



# REGENERATIVE PLANET





#### CLIMATE

Decarbonize our operations and raw materials on the way to a carbon neutral business



#### **CIRCULARITY**

Embed circular practices in our operations, products and packaging and enable circularity through our industrial solutions



#### NATURE

Protect and restore biodiversity, with focus on forests, land and water, through more regenerative ingredients and resource stewardship



# REGENERATIVE PLANET





#### CLIMATE

Aim for climate-positive operations by 2030 and set a net-zero pathway for our scope 3 emissions (in line with SBTi)

- -30% CO<sub>2</sub> from raw materials and packaging per ton of product (2030; vs 2017)
- -100m tons of CO<sub>2</sub> with partners along the value chain (2016 2025)



#### **CIRCULARITY**

100% of packaging designed for recyclability / reusability by 2025

>30% recycled plastic for consumer packaging by 2025

Aim for circular use of production waste materials by 2030



#### NATURE

Aim for circular water use at key manufacturing sites by 2030

-35% water consumption per ton of product (2025; vs. 2010)

100% responsibly sourced and externally assured palm (kernel) oil by 2025



# THRIVING COMMUNITIES



#### R R EQUITY

Strengthen diversity & inclusion, respect human rights and enhance the livelihoods of people

#### **EDUCATION**

Support lifelong learning and education of employees and communities and enable consumers to take action for sustainability

#### WELLBEING

Foster health & wellbeing of employees, partners and consumers, and help drive social progress through our brands



# THRIVING COMMUNITIES



#### A EQUITY

Achieve gender parity across all management levels by 2025 Improve livelihoods of smallholders and protection of nature

#### **EDUCATION**

Engage and empower 50,000+ employees to take action on sustainability

Expand our community education programs and volunteering

#### WELLBEING

Make workplaces +60% safer per million hours worked (2025; vs. 2010) Shape the future of work for our company and employees



# TRUSTED **PARTNERS**





#### **PERFORMANCE**

Deliver best-in-class product performance and chemical safety for our customers and consumers, as foundations of our business success



#### **TRANSPARENCY**

Integrate sustainability in our business governance, processes, and policies with reporting, disclosure and engagement



#### R COLLABORATION

Scale sustainability impact with our partners, leading to responsible business practices in our supply chains



# TRUSTED PARTNERS





#### **PERFORMANCE**

Provide our customers and consumers with a comprehensive sustainability profile of our products by 2025

Become 3 times more efficient (2030; vs 2010)



#### **TRANSPARENCY**

Aim for 100% transparency and traceability of palm oil by 2030



#### COLLABORATION

Commit to 100% responsible sourcing together with our partners



#### 2030+ AMBITION HIGHLIGHTS









Aim for climate-positive operations by 2030 and set a net-zero pathway for our scope 3 emissions.



**Aim for circular use of water resources** and waste materials in our operations by 2030



Aim for gender parity across all management levels by 2025 – and shape the future of work for our business and employees





#### WHAT'S NEXT

Further strengthen commitment

to achieve new Ambitions 2030 **Drive innovation** 

towards even more sustainable solutions and competitive products

Energize our people through new employee engagement

Re-align our
organization
and reporting with new
Ambition Framework





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#### MID- TO LONG-TERM AMBITION

	HENKEL	ADHESIVE	CONSUMER	
	GROUP	TECHNOLOGIES	BRANDS	
ORGANIC SALES GROWTH	3 to 4% 3 to 5% 3 t		3 to 4%	
ADJUSTED EBIT MARGIN	~16%	high teens %	mid teens %	
ADJUSTED	mid- to high single-digit %			
EPS GROWTH	at constant exchange rates, including M&A			
FREE	continued focus on			
CASH FLOW	Free Cash Flow expansion			



Compelling financial ambition for the **Henkel Group** 

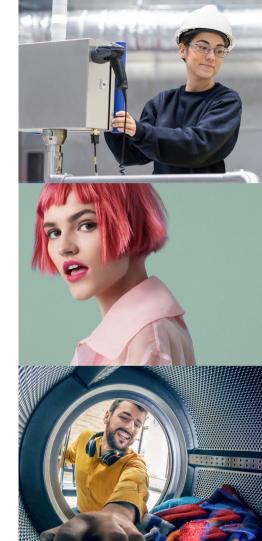
and the **Adhesive Technologies** and **Consumer Brands**business units



#### **KEY TAKE-AWAYS**

- Henkel with good performance in FY 2021 in challenging environment
- 2. Strong financial foundation and stringent approach on capital allocation: stable dividend and share buyback
- **3. Outlook for 2022** anticipating strong top-line momentum, earnings impacted by unprecedented input cost headwinds

- 4. Strong progress on Purposeful Growth Agenda while our journey continues
- Kick-off for multi-category consumer platform Henkel Consumer Brands
- Stepping up with new 2030+
   Sustainability Ambition Framework
- Taking decisive action to deliver on mid- to long term financial ambition

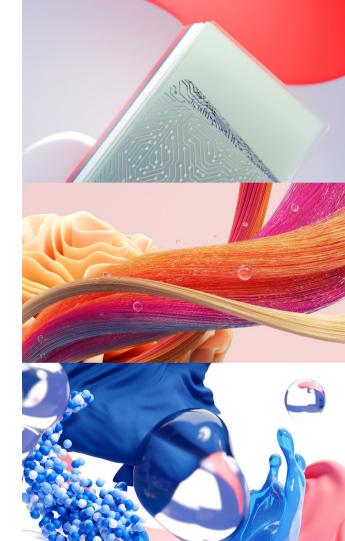


## Q&A



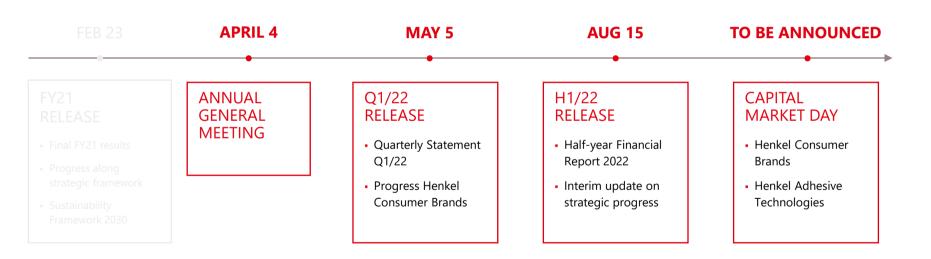
#### **CLOSING REMARKS**

- Good performance in FY 2021 in challenging environment
- Outlook for 2022 unchanged with strong top-line momentum while earnings are affected by unprecedented input cost inflation
- Strong progress on Purposeful Growth Agenda in 2020/21 and clear course set to achieve next level
- Creation of multi-category consumer platform Henkel Consumer Brands kicked off
- Stepping up with new 2030+ Sustainability Ambition Framework



#### **UPCOMING EVENTS**

#### What's next in 2022





### THANK YOU.



#### **OUTLOOK 2022**

#### **ADDITIONAL INPUT FOR SELECTED KPIS**

Currency Impact on Sales	Low single-digit % positive <sup>1</sup>	
M&A Impact on Sales	Slightly negative	
Prices for Direct Materials	Increase by low double-digit %1	
Restructuring Charges	€ 200 - 250m²	
CapEx	€ 700 - 800m	



#### **DELIVERING ON 2021 GUIDANCE**

	INITIAL OUTLOOK (March 2021 <sup>1</sup> )	UPDATED OUTLOOK (November 2021 <sup>2</sup> )	FY 2021	
OSG	2 to 5%	6 to 8%	7.8%	<b>√</b>
Adj. EBIT Margin	13.5 to 14.5%	~13.5%	13.4%	<b>√</b>
Adj. EPS Growth <sup>3</sup>	+5 to 15%	High single- digit % increase	+9.2%	<b>√</b>





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