

Investor Relations News

February 20, 2013

Laundry & Home Care business in Central Eastern Europe to be strengthened

Henkel to acquire Polish Laundry and Home Care brands from PZ Cussons

Düsseldorf – Henkel has signed an agreement with the UK-based consumer products company PZ Cussons Plc to acquire their Polish Laundry and Home Care brands. The transaction includes predominantly detergents and fabric softeners of the “E” brand, and other smaller brands. The business operates mainly in Poland but also includes activities in Russia and other Central Eastern European countries.

The acquisition is in line with Henkel’s global strategy to further develop its three business sectors and strengthens a key growth region of the Laundry & Home Care business. “The acquisition is a perfect fit with our existing business in the CEE region and will further strengthen our position in Poland and Russia, which are both attractive markets for Henkel and within our growth regions”, said Bruno Piacenza, Executive Vice President and responsible for Henkel’s Laundry & Home Care business.

In fiscal year 2012, the Laundry and Home Care brands to be acquired generated sales of around 60 million euros. The agreement on the sale was signed on February 20, 2013. The acquisition is subject to merger control clearance and is expected to be closed in the third quarter of 2013.

Henkel operates worldwide with leading brands and technologies in three business areas: Laundry & Home Care, Beauty Care and Adhesive Technologies. Founded in 1876, Henkel holds globally leading market positions both in the consumer and industrial businesses with well-known brands such as Persil, Schwarzkopf and Loctite. Henkel employs about 47,000 people and reported sales of 15,605 million euros and adjusted operating profit of 2,029 million euros in fiscal 2011. Henkel's preferred shares are listed in the German stock index DAX.

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