



Press Release

September 30, 2025

Henkel to Change Distributorship for Consumers & Craftsmen Brands in Southeast Asia

Bangkok, Thailand – Henkel will change the distribution model for its Consumers & Craftsmen adhesives brands, portfolio and operations in Southeast Asia starting January 2026. Following a mutually agreed transition, Henkel and distributor partner, OJO Global Trading Co., Ltd., will conclude their current distribution arrangement by 31 December 2025.

This decision follows a strategic review and reflects Henkel's intention to pursue a new direction for its growth in these markets.

Henkel remains fully committed to the Southeast Asian market and will continue to serve its valued distributors, retail partners, and consumers with its trusted global brands and extensive product portfolio. A dedicated transition team is in place to ensure seamless continuity of service and supply throughout this period.

Henkel will also leverage this opportunity to further strengthen its presence and accelerate growth initiatives tailored to the evolving needs of consumers.

"Southeast Asia is a strategic market for Henkel, and we are fully committed to building strong partnerships and delivering value to our customers and consumers. Our focus remains on innovation, quality, and trust as we continue our journey of growth in this vibrant market," said Guy Boone, Corporate Vice President Adhesives for Consumers & Craftsmen.

For operational inquiries, please contact:

Daniela Inacio Frederico
daniela.inacio@henkel.com

Charles Vint
charles.vint@henkel.com

Krit Taweepansarn
krit.taweepansarn@henkel.com



About Henkel

With its brands, innovations and technologies, Henkel holds leading market positions worldwide in the industrial and consumer businesses. The business unit Adhesive Technologies is the global leader in the market for adhesives, sealants and functional coatings. With Consumer Brands, the company holds leading positions especially in laundry & home care and hair in many markets and categories around the world. The company's three strongest brands are Loctite, Persil and Schwarzkopf. In fiscal 2024, Henkel reported sales of more than 21.6 billion euros and adjusted operating profit of around 3.1 billion euros. Henkel's preferred shares are listed in the German stock index DAX. Sustainability has a long tradition at Henkel, and the company has a clear sustainability strategy with specific targets. Henkel was founded in 1876 and today employs a diverse team of about 47,000 people worldwide – united by a strong corporate culture, shared values and a common purpose: "Pioneers at heart for the good of generations." More information at www.henkel.com