



News Release

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Henkel Consumer Brands to expand its hair business

Henkel to acquire premium hair care brand OLAPLEX

- **Science-led, premium brand active across professional, specialty retail, and e-commerce channels**
- **Balanced global footprint, anchored by broad distribution in North America and supported by meaningful international reach**
- **Unlocking new avenues for innovation through advanced technology, expanded capabilities, and accelerated product development**
- **Highly complementary product portfolios broadening Henkel's hair care offer**

Düsseldorf – Henkel has entered into a definitive agreement to acquire 100% of OLAPLEX, a premium hair care brand, at an offer price of 2.06 USD per share; implying a total transaction value of 1.4 billion USD. The transaction has been unanimously approved by OLAPLEX's Board of Directors, and Advent, OLAPLEX's controlling shareholder, has entered into a written consent, undertaking to approve the transaction. This acquisition marks another important milestone in Henkel's purposeful growth agenda and further expands hair care as a core category within its Consumer Brands business.

OLAPLEX is a well-established, premium channel hair care brand with a portfolio of science-led, high-performance products. Its focus on consistent quality and meaningful relationships within the professional community has resonated strongly with stylists and consumers alike. OLAPLEX maintains a balanced global footprint, with sales split between the U.S. and key international markets. In fiscal year 2025, OLAPLEX generated around 370 million euros in sales and delivered a strong gross margin.

"The planned acquisition of OLAPLEX is fully in line with Henkel's strategy to expand its portfolio through compelling, value-adding M&A activities," said Henkel CEO Carsten Knobel.

"This transaction allows us to expand our presence in premium hair care. The brand creates compelling opportunities for future growth and innovation."

"OLAPLEX is a perfect strategic fit for our premium hair care business," added Wolfgang König, Executive Vice President responsible for Henkel's Consumer Brands business. "Its strong scientific foundation, guided by professionals, combined with a robust presence across premium channels makes it highly complementary to our existing portfolio and we see meaningful opportunities to accelerate innovation."

The acquisition is subject to customary closing conditions, including regulatory approvals.

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 2025, Henkel reported sales of more than 20.5 billion euros and adjusted operating profit of around 3.0 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

This document contains statements referring to future business development, financial performance and other events or developments of future relevance for Henkel that may constitute forward-looking statements. Statements with respect to the future are characterized by the use of words such as expect, intend, plan, anticipate, believe, estimate, and similar terms. Such statements are based on current estimates and assumptions made by the corporate management of Henkel AG & Co. KGaA. These statements are not to be understood as in any way guaranteeing that those expectations will turn out to be accurate. Future performance and results actually achieved by Henkel AG & Co. KGaA and its affiliated companies depend on a number of risks and uncertainties and may therefore differ materially (both positively and negatively) from the forward-looking statements. Many of these factors are outside Henkel's control and cannot be accurately estimated in advance, such as the future economic environment and the actions of competitors and others involved in the marketplace. Henkel neither plans nor undertakes to update forward-looking statements.

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