

## Press Release

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Start of the Henkel Innovation Challenge

### In search of talented young people

**Düsseldorf – The registration phase for the eighth “Henkel Innovation Challenge” has just started. Under the slogan of “Create. Learn. Grow.”, Henkel is inviting students from all over the world to submit their visionary ideas for sustainable products and technologies.**

Students of any discipline from 28 countries have the opportunity to take on the role of business development manager and register at [www.henkelchallenge.com](http://www.henkelchallenge.com) with their innovative ideas up until 10 December 2014. It's simple to take part. To enter the international competition, the students need to form a two-person team and create a concept for one of the three business units Adhesive Technologies, Beauty Care or Laundry & Home Care. The task is to identify market trends and challenges for 2050 and develop ideas that are aligned to the Henkel sustainability strategy. The teams must convince a jury of Henkel managers, and the best ones will take part in the international final to be held in Vienna in spring 2015. The winning team will receive an around-the-world ticket worth 10,000 Euro. The second and third-placed teams will also receive travel vouchers. All three teams will have the opportunity to meet Henkel CEO Kasper Rorsted in person and present their innovation concepts.

#### Mentor program and career opportunities

The entrants will receive comprehensive support during the entire competition. “All semi-finalists are assigned an experienced Henkel manager as mentor to provide

assistance and advice. This gives the students the chance to gain valuable practical experience, forge personal contacts with the company early on and find out about career opportunities,” says Jens Plinke, Head of Corporate Employer Branding at Henkel. In addition to individual mentorship, each team receives access to a wide range of e-learning opportunities and webinars on registration.

— For the first time, two-day recruitment events will be held during this year’s competition. Here Henkel managers support the participants in the development of their concepts. In addition, there will be interviews for internships and concrete offers will be made. “We expect the students to respond very positively to the combination of insights into the company and direct offers of internships,” says Plinke. “The Henkel Innovation Challenge is an important component of our worldwide Employer Branding strategy and a great opportunity to get to know innovative, conscientious students with an entrepreneurial spirit early on in their careers and motivate them for Henkel.”

— Further information can be found at [www.henkelchallenge.com](http://www.henkelchallenge.com) and [www.facebook.com/henkelchallenge](https://www.facebook.com/henkelchallenge). For information on career opportunities, visit [www.henkel.com/careers](http://www.henkel.com/careers).

— 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 16.4 billion euros and adjusted operating profit of 2.5 billion euros in fiscal 2013. Henkel’s preferred shares are listed in the German stock index DAX.

Contact	Hanna Philipps	Rabea Möllers
Phone	+49 211 797 3626	+49 211 797 6976
Fax	+49 211 798 13626	+49 211 798 4040
E-mail	<a href="mailto:hanna.philipps@henkel.com">hanna.philipps@henkel.com</a>	<a href="mailto:rabea.moellers@henkel.com">rabea.moellers@henkel.com</a>