



Henkel announces changes in its Consumer Brands Romania Management Team

Bucharest, June 24, 2026 – Starting June 1, 2026, Henkel Romania announces changes in the top management of its Consumer Brands business unit.

Thus, **Andrey Yekimov**, who successfully led the Consumer Brands business unit in Romania and Bulgaria for almost five years (November 2021 – June 2026), will leave Romania to take on a new top management position within the Henkel Group.

Andrey Yekimov has made the following statement about his experience in Romania: *"It was an honor and a privilege to lead the HCB Romanian team, and I am grateful for the opportunity to contribute to its growth. What matters most to me is the legacy I leave behind. I believe leadership is best measured by what happens after a leader moves on, whether the team continues to succeed, maintains a healthy culture, and develops new leaders. If that happens, I will know that my time with the team made a meaningful contribution."*

Starting from June 1, 2026, the position of **General Manager Henkel Consumer Brands Romania (including Bulgaria & Ukraine)** was taken over by **Mario Altan**. He began his career at Henkel in 1999, in the Henkel Austria Key Account Management team. Over more than 27 years with Henkel, Mario Altan held various top positions in Sales, Marketing, and General Management (Adria region and Canada). From January 2020 until his move to Romania, Mario Altan had been leading teams and projects in Global and European Marketing.

Also, starting on the same date, **Constantin Vasile, Head of Marketing Henkel Consumer Brand Romania**, was promoted to the position of **Head of Marketing Henkel Consumer Brands Romania and Bulgaria**.

Constantin Vasile began his career at Henkel Romania in May 2012, in the Marketing department of the former Laundry & Home Care business unit. Over the more than 14 years spent at Henkel, Costi has developed his experience both in local, regional, and global marketing teams (Vienna and Düsseldorf, where he contributed to the innovation plan for Henkel Consumer Brands' most important brand - Persil), as well as in the local Key Account Management department. For the past two years, Costi has been leading the local Marketing department as Head of Marketing Consumer Brands Romania, successfully contributing to the development of global brands in the local market.

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Henkel has an active presence in Romania for over 30 years, offering consumers and industry professionals over 30 brands from the portfolios of its two business units - Adhesive Technologies (Commercial, Professional Adhesives, Technologies) and Henkel Consumer Brands (Detergents and household products, Beauty care and personal care products).

Henkel operates three production units for adhesives in Romania, located in Pantelimon/near Bucharest, Campia Turzii/Cluj County, and Roznov/Neamt County.

As a responsible member of Romanian society, Henkel Romania has actively engaged for 30 years in supporting and sponsoring thousands of educational, social, community, ecological, cultural, and sports projects.

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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 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 about 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."