

Press Release

December 11, 2013

Manufacturing footprint in Emerging Markets to be expanded

Henkel Beauty Care acquires plant in Eastern Europe

Henkel has completed the acquisition of a Beauty Care plant in Russia from Wellchem Holding GmbH, Austria. The fully operative factory is located near Moscow in the Noginsk area.

The acquisition is in line with Henkel's global strategy to further strengthen its presence in the growth regions. With this transaction Henkel Beauty Care intends to support business growth in Eastern Europe, which is one of the biggest and most important markets for Henkel. Henkel Beauty Care is holding leading positions in this market with well known brands such as Schwarzkopf, Syoss and Fa. The factory perfectly complements Henkel Beauty Care's existing production capacities.

"The recent acquisition underlines Henkel's strong commitment to Eastern Europe as a core growth region", said Hans Van Bylen, Executive Vice President of Henkel Beauty Care. "We plan to continue our investments and expand leading positions in this highly-attractive market", he added. The sales and purchase agreement was signed on July 2, 2013 and completed on December 11, 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 in both 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 16,510 million euros and adjusted operating profit of 2,335 million euros in fiscal 2012. Henkel's preferred shares are listed in the German stock index DAX.

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