

Press release

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Recognition for Henkel's Laundry & Home Care business

Henkel amongst this year's winners of the European Supply Chain Excellence Award

Henkel's Laundry & Home Care business sector has been recognized for the second time with the European Supply Chain Excellence Award 2013, presented by the European business magazine Supply Chain Standard in association with Pricewaterhouse Coopers. More than 50 mostly globally operating companies were shortlisted for the final round of this competition, which honors outstanding achievements in the field of Supply Chain across Europe.

Henkel Laundry & Home Care business sector has been rewarded on November 6th in London, UK, for having attained the highest standards in terms of management and performance of its Supply Chain. "Our Supply Chain has become a competitive advantage for Henkel Laundry & Home Care over the last years. We have significantly improved the performance of our Supply Chain in all relevant areas thanks to a global, multi-wave program which was launched already 2005, reinforced 2009 and is currently being taken to the next level starting 2013. This is what we internally call Supply Chain 3.0", says Thomas Müller-Kirschbaum, Corporate Senior Vice President R&D / Supply Chain. "Our Supply Chain today is more agile, lean, fast and efficient than ever before - targeting to run like a Swiss Clock. Key driver for this process are our people working in high-performing and diverse teams. Five years ago we launched our Supply Chain Academy. Now we are very proud that this specific contribution to the overall success of our Laundry & Home Care business is being recognized with the European Supply Chain Award", adds Dirk Holbach, Corporate Vice President International Production.

The European Supply Chain Awards honor companies who have shown evidence of excellence in the way they organize and manage their Supply Chain. Henkel's Laundry &

Home Care business took the prize in the category Training & Professional Development, in a head-to-head competition with two other highly esteemed contenders shortlisted in this area. This achievement would not have been possible without the commitment and positive mindset of the teams and collaborators involved. For Henkel, this is a great basis for driving its performance towards world-class during the next years paying into the strategic targets of the entire company.



Further material is available at <http://www.henkel.com/press>.

About Henkel

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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