

Extract from Dossier “Henkel Innovation Challenge”

Profile Henkel Innovation Challenge

The Henkel Innovation Challenge is an international innovation competition for students. The seventh Henkel Innovation Challenge kicked off in September 2013. Under the slogan of “Create. Learn. Grow.”, student teams from a total of 30 countries are invited to submit their innovative and sustainable ideas for the future. New this year: alongside the mentoring program, the students will be assisted by extensive e-learning opportunities to help them develop themselves professionally and personally.

Personal contact

As the competition for talent becomes ever more intense, especially in growth regions, Henkel has adopted a deliberate policy of forging personal contacts with young people on the cusp of their careers. With the Henkel Innovation Challenge, students are given the opportunity to further develop their project ideas with the support of experienced Henkel managers, and thus also to establish personal contacts with the company at an early stage. Through the Henkel Innovation Challenge, young visionaries are able to gain priceless business experience and at the same time establish an invaluable personal network.

Creative ideas for 2050

The students, who need to register in teams of two, adopt the role of creative business development managers as they work on their concepts for a Henkel brand or a Henkel technology aligned to 2050. The best teams in each country are first invited to present their ideas to a jury of Henkel business managers in a national final in their country or region. This year’s international final took place in Düsseldorf, the home country of the previous year’s winners. The team from Croatia, Daren Perincic and Dominik Benger, convinced the jury with their concept “Schwarzkopf H-Design” and is the winning team of the Henkel Innovation Challenge.

International dimension

For the seventh Henkel Innovation Challenge, students from 30 different countries throughout the world are invited to submit their ideas for innovative and sustainable concepts. The European participating countries are Austria, Belgium, Croatia, France, Germany, Hungary, Italy, the

Netherlands, Poland, Russia, Slovakia and Slovenia. The Asia-Pacific region will provide teams from China, India, Indonesia, Malaysia, the Philippines, Saudi Arabia, Singapore, South Korea, Thailand, the United Arab Emirates and Vietnam. And the cohorts from North and South America will represent Brazil, Colombia, Mexico and the USA. Tunisia, Egypt and Turkey will take part for the first time this year.

The prize

The top three teams in the Henkel Innovation Challenge are invited to attend a personal meeting with the Henkel CEO, Kasper Rorsted. In addition to this, the overall winners will receive an around-the-world-ticket with a value of 10,000 euros, the runners-up will receive 4,000 euros and the team that comes third will receive 2,000 euros.

Keeping in touch

Further information is available at the official Henkel Innovation Challenge website, which can be found at www.henkelchallenge.com, and on the following social media channels:

Henkel Innovation Challenge on Facebook

<https://www.facebook.com/HenkelChallenge>

Henkel Innovation Challenge on Twitter

<https://twitter.com/henkelchallenge>

Henkel Innovation Challenge on YouTube

http://www.youtube.com/results?search_type=&hl=de&aq=f&search_query=henkel+innovation+challenge&gl=DE

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