

## Investor Relations News

June 2, 2014

Henkel further strengthens Hair Professional business in North America

### Henkel to acquire US Hair Professional companies

- Further strengthen Hair Professional business
- Significantly expand position in key region North America
- Broaden portfolio with leading brands

**Düsseldorf – Henkel signed an agreement with TSG Consumer Partners, San Francisco/USA, to acquire the three US Hair Professional companies SexyHair, Alterna and Kenra for around 270 million euros in cash.**

These businesses will strengthen the Henkel US Hair Professional portfolio especially in the categories of Care and Styling. The acquisition will position Henkel as one of the leading companies in the world's single biggest Hair Professional market. In the fiscal year 2013, the acquired companies generated sales of about 140 million euros.

“This acquisition is part of our strategy to invest in attractive country category positions in mature markets,” said Henkel CEO Kasper Rorsted. “North America is the biggest single market for Henkel and with these companies, we will further strengthen our presence in this region.”

“The high-performance and high-quality brands and organizations are a perfect fit for our Beauty Care business and will significantly expand our Hair Professional core

category,” explained Hans Van Bylen, Executive Vice President and responsible for Henkel’s Beauty Care business.

The acquisition is subject to approval from antitrust authorities.

#### 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 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.

#### About TSG Consumer Partners LLC

TSG Consumer Partners LLC is a leading investment firm with over \$2.9 billion in equity capital under management, focused on the branded consumer sector. Since its founding in 1987, TSG has been an active investor in the food, beverage, restaurant, beauty, personal care, household and apparel & accessories sectors. For more information please visit [www.tsgconsumer.com](http://www.tsgconsumer.com).

**This document contains forward-looking statements which are based on the current estimates and assumptions made by the corporate management of Henkel AG & Co. KGaA. Forward-looking statements are characterized by the use of words such as expect, intend, plan, predict, assume, believe, estimate, anticipate, forecast and similar formulations. Such statements are not to be understood as in any way guaranteeing that those expectations will turn out to be accurate. Future performance and the results actually achieved by Henkel AG & Co. KGaA and its affiliated companies depend on a number of risks and uncertainties and may therefore differ materially from the forward-looking statements. Many of these factors are outside Henkel’s control and cannot be accurately estimated in advance, such as the future economic environment and the actions of competitors and others involved in the marketplace. Henkel neither plans nor undertakes to update forward-looking statements.**

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