Henkel to acquire leading Laundry Brands in Australia and New Zealand

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Acquisition of leading laundry brands in Australia and New Zealand further strengthens Henkel’s Laundry & Home Care business.

- **Sales**: ~110 m €
- **Scope**: 100% of business
- **Financing**: 100% cash
- **Purchase Price**: ~220 m €
Cover white spot Australia / New Zealand with leading position in region

Categories / Main Brands
- Laundry detergents
- Pre-wash

Regional Presence
- Focus on Australia
- New Zealand & Fiji

Market Positions
- #1 laundry detergents, Australia
- #2 laundry detergents, New Zealand
- Leading positions
- Coverage of key categories
Iconic brands with leading positions & strong consumer awareness

**Detergents**
- Premium positioning
- Powder & liquid
- Smartest in cold

  No. 2 in premium segment

- Value-for-money positioning
- Powder & liquid
- Sensorial fragrance

  No. 1 in value-for-money segment

- Premium positioning
- Focus on liquid
- Superior stain removal

  No. 1 in liquid segment

**Pre-wash**
- Premium positioning
- Pre-wash solutions
- Targeted stain removal

  No. 2 in pre-wash segment
Strategic rationale: Strengthen core business laundry with leading country category positions in attractive markets

- Cover Laundry & Home Care white spot Australia & New Zealand
- Immediately reach No. 1 position in core category laundry in Australia
- Leading positions across price segments & product categories, No. 1 in growing liquid segment
- Strong brand equity & excellent position in retail
- Platform for further expansion of Henkel’s Laundry & Home Care business
- Leverage Henkel’s Adhesive Technologies & Beauty Care business platform
Acquisition contributes to Henkel’s 2016 financial targets

Sales [bn €]*

20

EM sales [bn €]*

10

EPS CAGR [%]*

10

* incl. continuous portfolio optimization (without major acquisitions & divestments); EPS: adjusted per preferred share