Henkel to acquire leading Laundry Brands in Australia and New Zealand



















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This information contains forward-looking statements which are based on current estimates and assumptions made by the corporate management of Henkel AG & Co. KGaA. Statements with respect to the future are characterized by the use of words such as "expect", "intend", "plan", "anticipate", "believe", "estimate", and similar terms. Such statements are not to be understood as in any way guaranteeing that those expectations will turn out to be accurate. Future performance and 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 any forward-looking statements.



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

Sales

Scope

~110 m € 100% of business

Financing

100% cash

Purchase Price

~220 m €



Cover white spot Australia / New Zealand with leading position in region

Categories / Main Brands



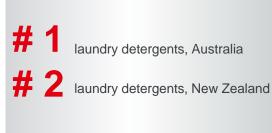
- Laundry detergents
- Pre-wash

Regional Presence



- Focus on Australia
- New Zealand & Fiji

Market Positions



- Leading positions
- Coverage of key categories



Iconic brands with leading positions & strong consumer awareness

Pre-wash **Detergents** Premium positioning Value-for-money positioning Premium positioning Premium positioning Focus on liquids Powder & liquids Powder & liquids Pre-wash solutions Sensorial fragrance Superior stain removal Smartest in cold Targeted stain removal No. 1 in liquid segment No. 2 in pre-wash segment No. 2 in premium segment No. 1 in value-for-money 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 liquids 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







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

