

Henkel to acquire  
leading Laundry Brands  
in Australia and  
New Zealand



Düsseldorf  
May 12<sup>th</sup>, 2015



## Disclaimer

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

~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	Regional Presence	Market Positions
		<p><b># 1</b> laundry detergents, Australia</p> <p><b># 2</b> laundry detergents, New Zealand</p>
<ul style="list-style-type: none"><li>• Laundry detergents</li><li>• Pre-wash</li></ul>	<ul style="list-style-type: none"><li>• Focus on Australia</li><li>• New Zealand &amp; Fiji</li></ul>	<ul style="list-style-type: none"><li>• Leading positions</li><li>• Coverage of key categories</li></ul>

# Iconic brands with leading positions & strong consumer awareness

Detergents		Pre-wash	
			
<ul style="list-style-type: none"> <li>• Premium positioning</li> <li>• Powder &amp; liquids</li> <li>• Smartest in cold</li> </ul>	<ul style="list-style-type: none"> <li>• Value-for-money positioning</li> <li>• Powder &amp; liquids</li> <li>• Sensorial fragrance</li> </ul>	<ul style="list-style-type: none"> <li>• Premium positioning</li> <li>• Focus on liquids</li> <li>• Superior stain removal</li> </ul>	<ul style="list-style-type: none"> <li>• Premium positioning</li> <li>• Pre-wash solutions</li> <li>• Targeted stain removal</li> </ul>
<b>No. 2 in premium segment</b>	<b>No. 1 in value-for-money segment</b>	<b>No. 1 in liquid segment</b>	<b>No. 2 in pre-wash segment</b>

## 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