

# Henkel to further strengthen its hair care portfolio in emerging markets

Düsseldorf  
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The logo for the PERT brand, featuring the word "PERT" in a bold, blue, sans-serif font, enclosed within a blue circular swoosh that starts above the 'P' and ends below the 'T'.The logo for the SHAMTU brand, with the word "SHAMTU" in a white, serif font, set against a blue rectangular background.The logo for the BLENDAX brand, with the word "BLENDAX" in a blue, sans-serif font.The Henkel logo, consisting of the word "Henkel" in a white, sans-serif font, enclosed within a red oval border.

Excellence is our Passion

# 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 further strengthens Henkel's Beauty Care business in emerging markets

Sales

close to **USD 100m**

Brands



Financing

**Cash / Debt**

Regions

**MEA & EE**

# Leading brands in growing markets

Complementing Henkel's retail portfolio in emerging markets

## Portfolio



- Strong brands with focus on core category shampoo, leading positions in entry-level price segment
- Further consolidation of Pert trademark into Henkel portfolio\*

## Regional Presence



- Focus on largest markets in Africa/Middle East and Eastern Europe
- Key countries: Russia, Saudi Arabia, Turkey

\* Acquisition of Pert in Latin America completed in May 2014

## Strategic rationale: Further strengthen Henkel's Beauty Care business in emerging markets

- Strengthen Beauty Care footprint in emerging markets
- Focus on core category hair care in the largest & fastest growing markets in Africa/Middle East and Eastern Europe
- Strong brands with leading positions in the entry-level price segment
- Strong distribution network across different channels
- Defensive synergy potential



Thank you!

