Henkel to further strengthen its hair care portfolio in emerging markets

Düsseldorf
March 3, 2016
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Acquisition further strengthens Henkel’s Beauty Care business in emerging markets

Sales: close to USD 100m

Financing: Cash / Debt

Brands: Pert, Shamtu, Blendax

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!