Henkel enters Nigerian laundry care market via acquisition of majority stake in Expand Global Industries UK Ltd.

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Acquisition of majority stake in Expand Global Industries UK Ltd. to enter Nigerian laundry & home care market

<table>
<thead>
<tr>
<th>Category</th>
<th>Details</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sales</td>
<td>~60 m €</td>
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<tr>
<td>Transaction value</td>
<td>112 m €</td>
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<td>Scope</td>
<td>57.5% of Expand Global Industries UK Ltd</td>
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<tr>
<td>Employees</td>
<td>~900</td>
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<td>Sites</td>
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</tbody>
</table>
Local champion with attractive portfolio of strong brands

**Portfolio**
- Focused portfolio, presence mainly in powder detergents and bar soaps
- Strong brands, positioned in both mid-tier and entry-level price segment

**Regional Presence**
- Successful, dynamic challenger with excellent growth track in the fastest growing market of Sub-Sahara
- Strong presence in traditional trade

**Market Positions**
- **No. 4** Powder detergents
- **No. 5** Bar soaps
- Local champion, active in attractive & sizeable categories
- Leading positions, strong brand awareness, built on strong local consumer knowledge
Strategic rationale: Entry in growing Nigerian laundry care market

- Expand Laundry & Home Care footprint in MEA, especially Sub Sahara
- Entry in Nigeria, the biggest African economy with strong growth rates
- Leverage joint know-how with well-established local champion
- Platform for future expansion supported by local manufacturing & strong capabilities
- Both offensive and defensive synergy potential
Thank you!