



Media Statement

November 17, 2016

Henkel to Open New Beauty Care Hair Professional Facility in the Los Angeles, CA area

New state-of-the-art office brings Henkel's Beauty Care Hair Professional brands under one roof

Today, Henkel Beauty Care Hair Professional North America ("Henkel") announced it will open a new facility in the Los Angeles area, CA, which will house the U.S. headquarters for Henkel's North American professional hair care brands Schwarzkopf Professional®, Alterna®, Kenra Professional® and Sexy Hair®. The company plans to relocate operations from current headquarters facilities in Culver City, CA, New York, NY, Indianapolis, IN, and Chatsworth/Los Angeles, CA, respectively, to the new facility in the Los Angeles area, CA in mid-2017.

"We are excited to bring together under one roof the best portfolio of professional hair care brands in the industry," said Stefan Mund, Regional Head of Henkel Beauty Care Hair Professional North America. "The combined facility will further strengthen our footprint in the U.S. as well as our overall Henkel culture, which is the catalyst for cross-company knowledge sharing and collaboration. In addition, as we move to one location, we will open new career opportunities, leverage full global potential and further share best practices."

The new facility will be home to a world-class multi-brand state-of-the-art academy / salon that will stimulate meaningful customer engagement and interaction while demonstrating the professional capabilities across the four brands. This is a significant opportunity to accelerate the business, enabling Henkel to continue its industry-leading market development in professional beauty care around the world.

"This move will encourage increased innovation across these four brands by integrating employee knowledge and best practices while maintaining what makes each unique," said Mund. "Each of our four salon brands have a distinct DNA, culture and rich history. By maintaining a standalone sales, marketing and education structure for each brand we ensure that the respective employees continue to vigorously support their brand and their customers while sharing our Henkel values and vision and our focus on innovation to continue market leadership in the beauty industry."





Forward-looking statements

This document contains forward-looking statements which are based on the current estimates and assumptions made by the corporate management of Henkel AG & Co. KGaA. Forward-looking statements are characterized by the use of words such as expect, intend, plan, predict, assume, believe, estimate, anticipate, forecast and similar formulations. Such statements are not to be understood as in any way guaranteeing that those expectations will turn out to be accurate. Future performance and the 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 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 forward-looking statements. This document has been issued for information purposes only and is not intended to constitute an investment advice or an offer to sell, or a solicitation of an offer to buy, any securities.

Henkel in North America

Henkel markets a wide range of well-known consumer and industrial brands in North America, including Dial® soaps, Persil®, Purex® and all® laundry detergents, Snuggle® fabric softeners, Right Guard® antiperspirants, got2b® hair gels, and a broad range of adhesives brands amongst others Loctite® and LePage®. Visit www.henkel-northamerica.com for more information.

About Henkel

Henkel operates worldwide with leading brands and technologies in three business areas:

Laundry & Home Care, Beauty Care and Adhesive Technologies. Founded in 1876, Henkel holds globally leading market positions both in the consumer and industrial businesses with well-known brands such as Persil, Schwarzkopf and Loctite. Henkel employs almost 50,000 people and reported sales of around \$20 billion (18.1 billion euros) and adjusted operating profit of around \$3.2 billion (2.9 billion euros) in fiscal 2015. Henkel's preferred shares are listed in the German stock index DAX.

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