



Press Release

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“Game Time Stain Time” features Persil ProClean Detergent’s Superhero, “The Professional,” Coming Through the Television to Tackle Game Day Stains

Persil ProClean Unveils new Super Bowl® TV Commercial

Stamford, Connecticut – Henkel North America’s premium laundry detergent brand, Persil ProClean, unveiled its new stain-fighting commercial today during Super Bowl LII®.

The 30-second spot, which ran during the 2nd Quarter, featured Persil detergent’s superhero, “The Professional,” played by actor Peter Hermann, who you may know from the television series “Younger”. In the spot, “The Professional” comes through the television to tackle a “guac-ward” situation by directly interacting with a group of friends who were watching the big game together.

The spot, created by DDB New York, and directed by Tim Heidecker and Eric Wareheim from PRETTYBIRD, known for the “Tim and Eric Awesome Show, Great Job!”, is part of a larger integrated marketing campaign that includes a Persil ProClean Super Bowl® microsite [persilproclean.com/the-big-game], a series of short videos featuring “The Professional” on YouTube and Facebook, a content partnership with high profile influencers, and local market restaurant partnerships and product sampling.

Globally-renowned for more than a century in over 60 countries, the Persil brand has been available to U.S. consumers since 2015. Within three short years, the exceptional stain-fighting, whitening and freshness of Persil ProClean has led to

impressive repeat purchase rates that continue to push the detergent category forward. The Persil ProClean brand portfolio, consisting of Power-Liquid and Power-Caps, can be found in stores nationwide.

Visit Persil ProClean to find a retailer near you and find @PersilProClean on Facebook, Twitter, Instagram and YouTube.com.

About Henkel

Henkel operates globally with a well-balanced and diversified portfolio. The company holds leading positions with its three business units in both industrial and consumer businesses thanks to strong brands, innovations and technologies. Henkel Adhesive Technologies is the global leader in the adhesives market – across all industry segments worldwide. In its Laundry & Home Care and Beauty Care businesses, Henkel holds leading positions in many markets and categories around the world. Founded in 1876, Henkel looks back on more than 140 years of success. In 2016, Henkel reported sales of 18.7 billion euros and adjusted operating profit of 3.2 billion euros. Combined sales of the respective top brands of the three business units – Loctite, Schwarzkopf and Persil – amounted to more than 6 billion euros. Henkel employs more than 50,000 people globally – a passionate and highly diverse team, united by a strong company culture, a common purpose to create sustainable value, and shared values. As a recognized leader in sustainability, Henkel holds top positions in many international indices and rankings. Henkel's preferred shares are listed in the German stock index DAX. For more information, please visit www.henkel.com.

Photo material is available at <http://www.henkel.com/press>

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