



Henkel Beauty Care Press Release

June 5, 2018

Schwarzkopf calls for applications for its Million Chances Award in Germany, Austria and Switzerland

Schwarzkopf launches its Million Chances Awards

Düsseldorf – The Schwarzkopf Million Chances Award kicks off on June 5, 2018: The award is dedicated to charitable initiatives and projects in Germany, Austria and Switzerland that support girls and women and cater to their different needs. The jury will honor winners in three award categories and a fourth winner will be selected through a public voting. Each award includes a prize money of 10,000 Euro.

Taking care of girls and women and their problems, increasing their self-confidence and giving them perspectives for the future – that is what the Schwarzkopf Million Chances initiative stands for. Since 2016 Schwarzkopf supports female empowerment projects worldwide, autonomously and in cooperation with independent organizations such as Plan International Deutschland e.V. in Columbia, Egypt and China or with the social enterprise Plastic Bank in Haiti.

“When girls talk about their dreams they are often told ‘you don’t have a chance’”, says Marie-Ève Schröder, Corporate Senior Vice President International Marketing at Henkel Beauty Care. “We want to support projects and initiatives with our award, so that girls and women get the chance to lead a self-determined life!”

June: Kick off for the Schwarzkopf Million Chances Award

From June 5, 2018 everyone can apply for the Schwarzkopf Million Chances Award with their project: Charitable initiatives and projects that are based in Germany, Austria and Switzerland, supporting girls and women locally or worldwide in the field of health, education, economic emancipation, their rights and integration. Furthermore, it is possible to suggest initiatives for the award. The jury honors initiatives in three award categories: Projects within the category “Build up” support



young girls. “Move up“ initiatives help teenagers and young women entering the professional world and projects within the category “Start up“ empower women to make a new start in their professional or personal life. An additional winner will be selected through a public voting. Each of the four winning projects receives a prize money of 10,000 Euro, supported by the Fritz Henkel Foundation.

Kick off for the Million Chances Award: June 5th 2018

Submission deadline: August 19 2018

Public voting: September 3 until 30, 2018

Announcement of the four winning projects: October 18, 2018

Top-class Jury:

Members of the Jury are:

- Nora-Vanessa Wohlert, founder of Edition F
- Dr. Katarzyna Mol-Wolf, editor and managing director emotion magazine
- Maïke Röttger, managing director Plan International Deutschland e.V.
- Eva Padberg, model and actress
- Dr. Marlena Robin-Winn, founder of Norddeutsches Knochenmark- und Stammzellenspender-Register NKR
- Heiko Held, Manager Corporate Citizenship at Henkel
- Marie-Ève Schröder, Corporate Senior Vice President International Marketing at Henkel Beauty Care.

You can find more information about the terms and conditions, the application deadline and the public voting here www.schwarzkopf.de/de/highlights/award.html

About Schwarzkopf

120 years ago, chemist Hans Schwarzkopf laid the foundations for a truly international brand that stands for quality, reliability, expertise and innovation. Today, Schwarzkopf is a global pioneer in hair cosmetics. It is the leading hair care brand in Europe for color and styling, and the most successful hair cosmetics brand in e-commerce in China. Schwarzkopf, Henkel Beauty Care's largest brand, generates revenue of approximately € 2 billion (2017) in over 60 markets worldwide, in branded consumer goods and the professional hair salon industry. Its brands include hair colorants like Palette and Color Expert, as well as hair care and styling brands like Schauma, Gliss Kur, Taft and got2b.

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 2017, Henkel reported sales of 20 billion euros and adjusted operating profit of around 3.5 billion euros. Combined sales of the respective top brands of the three business units – Loctite, Schwarzkopf and Persil – amounted to 6.4 billion euros. Henkel employs more than 53,000 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.

Contact

Press office at Henkel Beauty Care

Henkel Beauty Care Markenkommunikation

Nicola Surholt

Telephone: +49 211 797 1637

Fax: +49 211 798 8518

E-Mail: nicola.surholt@henkel.com

PR agency

Ketchum Pleon GmbH

Telephone: +49 211 9541 2201

E-Mail: henkelbeautycare@ketchumpleon.com

Henkel AG & Co. KGaA