



Henkel Fact Sheet 2018

Fiscal 2018 at a glance

- Good organic sales growth with strong earnings and profitability
- Good organic sales growth driven by Emerging Markets
- Earnings and profitability supported by strong cost management focus and synergies
- Strong expansion of free cash flow
- Very good progress in implementation of strategic initiatives

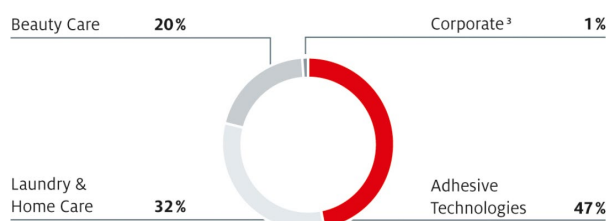
Sales	EBIT	EPS	Dividend
+2.4%	17.6%	6.01 euros	1.85 euros
organic sales growth	adjusted ¹ return on sales (EBIT): up 0.3 percentage points	adjusted ¹ earnings per preferred share (EPS): up 2.7 percent	dividend per preferred share

in million euros	2017	2018	+/- 2017 - 2018
Sales	20,029	19,899	-0.6%
Adjusted ¹ operating profit (EBIT)	3,461	3,496	1.0%
Adjusted ¹ return on sales (EBIT) in %	17.3	17.6	0.3 pp
Adjusted ¹ earnings per preferred share in euros	5.85	6.01	2.7%
Dividend per preferred share in euros	1.79	1.85	3.4%

pp = percentage points

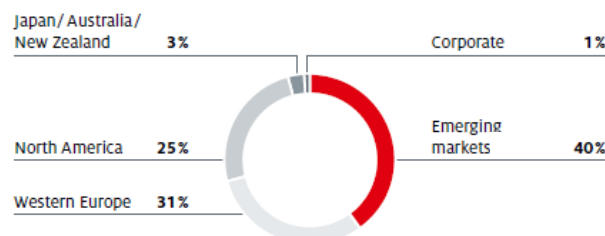
¹ Adjusted for one-time charges / gains and restructuring expenses.

Sales by business unit 2018



Corporate = Sales and services not assignable to the individual business units.

Sales by region 2018



Emerging markets = Eastern Europe, Africa / Middle East, Latin America, Asia (excluding Japan).

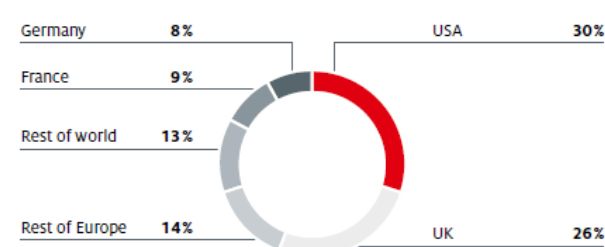
Shareholder structure

61.20 percent of our ordinary shares are held by members of the Henkel family share-pooling agreement.³ Compared to the ordinary shares, our preferred shares are the significantly more liquid class of Henkel stock. Apart from the treasury shares (2.07 percent), they are entirely in free float. A large majority are owned by institutional investors whose portfolios are usually broadly distributed internationally.

Further information about Henkel and its shares are available on our Investor Relations Website www.henkel.com/ir

³ As of October 12, 2018.

Institutional investors holding Henkel shares



At November 30, 2018; Source: Nasdaq

Upcoming Events

11/14/2019	Earnings Release Q3 2019
11/27/2019	Investor & Analyst Event Consumer Businesses
03/05/2020	Conference Call & Earnings Release FY 2019
04/20/2020	Annual General Meeting

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Adhesive Technologies

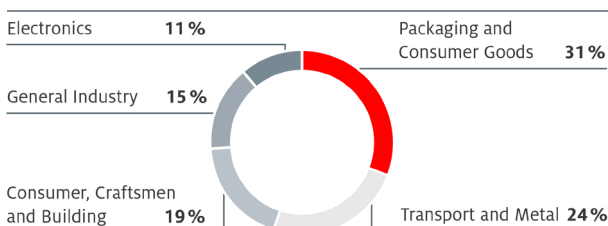
- Strong organic sales growth of 4.0%
- Very strong sales increase in Emerging Markets
- Good sales performance in Mature Markets
- Adjusted EBIT margin with good increase to 18.7%
- Innovation rate ~30%



Key financials*

in million euros	2017	2018	+/-
Sales	9,387	9,403	0.2%
Proportion of Henkel sales	47%	47%	-
Adjusted operating profit (EBIT)	1,734	1,761	1.6%
Adjusted return on sales (EBIT)	18.5%	18.7%	0.2 pp

Sales by business areas 2018



Beauty Care

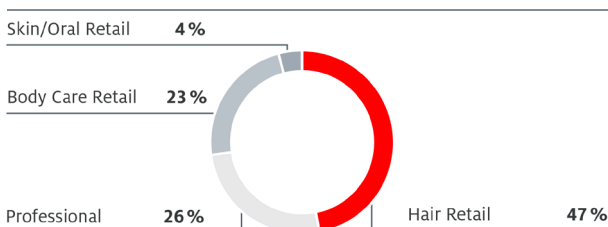
- Organic sales slightly decreased (-0.7%)
- Emerging Markets with strong organic growth
- Mature Markets negative
- Adjusted EBIT margin at 17.1%
- Innovation rate ~45%



Key financials*

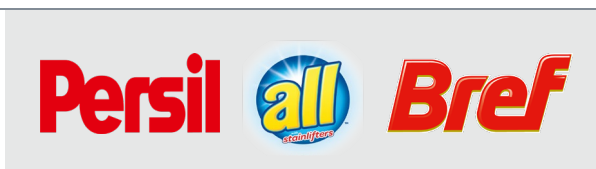
in million euros	2017	2018	+/-
Sales	3,868	3,950	2.1%
Proportion of Henkel sales	19%	20%	-
Adjusted operating profit (EBIT)	665	675	1.6%
Adjusted return on sales (EBIT)	17.2%	17.1%	-0.1 pp

Sales by business areas 2018



Laundry & Home Care

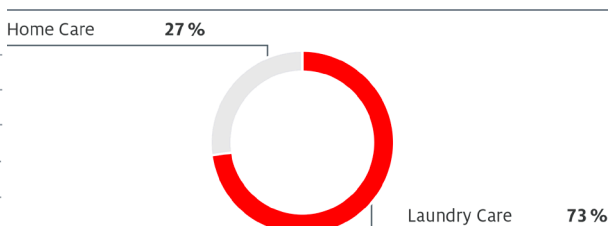
- Good organic sales growth of 1.9%
- Significant increase in sales in Emerging Markets
- Org. sales development in Mature Markets eased
- Adjusted EBIT margin strongly increased to 18.1%
- Innovation rate ~45%



Key financials*

in million euros	2017	2018	+/-
Sales	6,651	6,419	-3.5%
Proportion of Henkel sales	33%	32%	-
Adjusted operating profit (EBIT)	1,170	1,162	-0.7%
Adjusted return on sales (EBIT)	17.6%	18.1%	0.5 pp

Sales by business areas 2018



* Calculated on the basis of units of 1,000 euros; figures commercially rounded.
pp = percentage points