Henkel strengthens Beauty Care portfolio with acquisition of Premium Professional brand ‘DevaCurl’

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DevaCurl acquisition strengthens Henkel’s Beauty Care Professional business in North America

Sales 2019E

~ USD 100 million

Scope

100% of share capital

Employees

~ 200

Financing

Cash

November 11, 2019
DevaCurl is a category-leading brand specializing on all types of curly hair

**Compelling Portfolio**
- Made by us. Inspired by you.
- for all curl kind
- High growth portfolio of Premium Hair Care, Styling products and Tools focusing on all kinds of curly / textured hair
- Vegan and free-from product formulas in-line with key market trends

**Attractive Market**
- Large addressable market with 2 to 2.5 billion¹ curly haired women globally
- Target group with higher consumption and spend levels compared to average beauty consumer

**Channels & Regions**
- Omni-channel approach, including Professional, Selective Retail, D2C, eCommerce Platforms
- Strong presence in USA with significant potential to expand into other regions

Strategic Rationale: Acquisition of highly complementary business with strong growth potential

- Category-leading, high growth Premium Professional ‘DevaCurl’ brand with a complementary portfolio, strong innovation capabilities and future potential
- Entry into fast growing and high spending curly / textured hair segment
- Access to strong omni-channel distribution, including Professional, Selective Retail, D2C and eCommerce platforms
- Offensive and defensive synergy potential, leveraging Henkel’s complementary portfolio, technology know-how and supply chain
Thank you!