

Henkel Fact Sheet 2019

Fiscal 2019 at a glance

- Flat organic sales growth
- Organic sales growth driven by emerging markets
- Earnings and profitability negatively impacted both by increased investments in brands, technologies, innovations and digitalization announced at the start of 2019, and by declining volumes
- Strong expansion of free cash flow

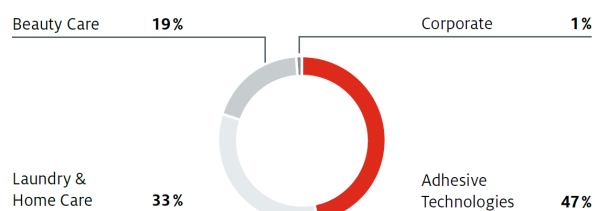
Sales	EBIT	EPS	Dividend
0.0%	16.0%	5.43 €	1.85 €
organic sales growth	adjusted ¹ return on sales (EBIT): down 1.6 percentage points	adjusted ¹ earnings per preferred share (EPS): down 9.7 percent	dividend per preferred share

in million euros	2018	2019	+/- 2018 - 2019
Sales	19,899	20,114	1.1 %
Adjusted ¹ operating profit (EBIT)	3,496	3,220	-7.9 %
Adjusted ¹ return on sales (EBIT)	17.6 %	16.0 %	-1.6 pp
Adjusted ¹ earnings per preferred share	in euros 6.01	5.43	-9.7 %
Dividend per preferred share	in euros 1.85	1.85	0.0 %

pp = percentage points

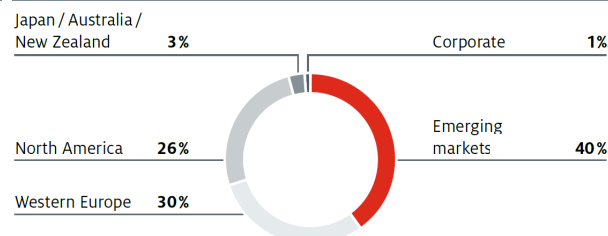
¹ Adjusted for one-time charges / gains and restructuring expenses.

Sales by business unit 2019



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

Sales by region 2019



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

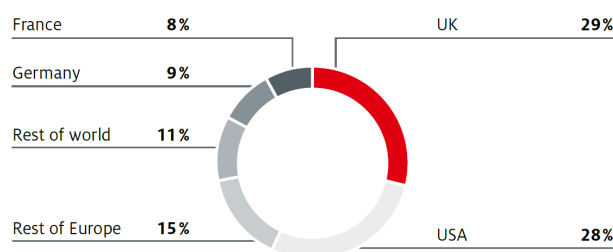
Shareholder structure

61.54 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 April 24, 2020.

Institutional investors holding Henkel shares



At November 30, 2019; Source: Nasdaq

Upcoming Events

11/10/2020	Conference Call & Release Q3 2020
03/04/2021	Conference Call & Release FY 2020
04/16/2021	Annual General Meeting

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Adhesive Technologies

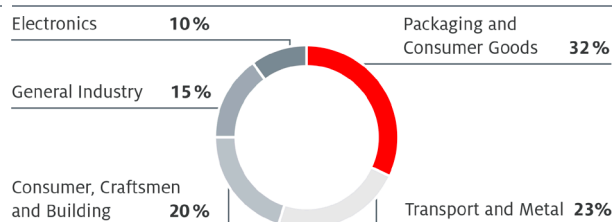
- Organic sales performance declined (-1.5%)
- Flat sales performance in emerging markets
- Sales in mature markets lower year on year
- Adjusted EBIT margin of 18.1%
- Innovation rate ~30%



Key financials*

in million euros	2018	2019	+/-
Sales	9,403	9,461	0.6%
Proportion of Henkel sales	47%	47%	-
Adjusted operating profit (EBIT)	1,761	1,712	-2.8%
Adjusted return on sales (EBIT)	18.7%	18.1%	-0.6pp

Sales by business areas 2019



Beauty Care

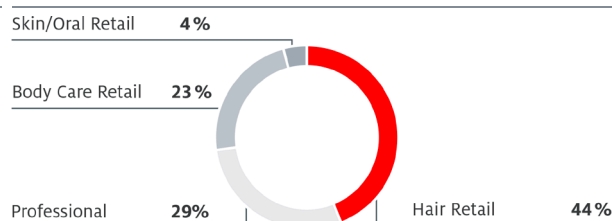
- Organic sales performance lower year on year (-2.1%)
- Emerging markets with negative organic growth
- Slightly negative org. sales development in mat. markets
- Adjusted EBIT margin at 13.4%
- Innovation rate ~45%



Key financials*

in million euros	2018	2019	+/-
Sales	3,950	3,877	-1.8%
Proportion of Henkel sales	20%	19%	-
Adjusted operating profit (EBIT)	675	519	-23.1%
Adjusted return on sales (EBIT)	17.1%	13.4%	-3.7pp

Sales by business areas 2019



Laundry & Home Care

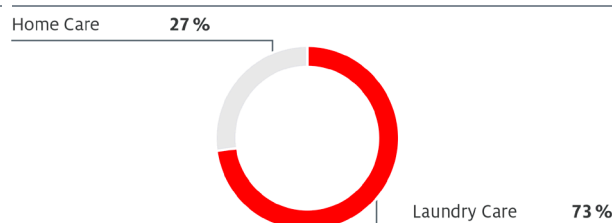
- Strong organic sales growth of 3.7%
- Double-digit increase in sales in emerging markets and slightly declining organic sales development in mature markets
- Adjusted EBIT margin of 16.5%
- Innovation rate ~45%



Key financials*

in million euros	2018	2019	+/-
Sales	6,419	6,656	3.7%
Proportion of Henkel sales	32%	33%	-
Adjusted operating profit (EBIT)	1,162	1,096	-5.7%
Adjusted return on sales (EBIT)	18.1%	16.5%	-1.6pp

Sales by business areas 2019



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