

## News Release

February 19, 2016

Henkel Beauty Care under new leadership as of May 1, 2016

### **Pascal Houdayer to succeed Hans Van Bylen as Executive Vice President Henkel Beauty Care**

Düsseldorf – Pascal Houdayer (46), currently Corporate Senior Vice President in the Laundry & Home Care business unit, will be appointed member of the Henkel Management Board as of March 1, 2016. He will succeed Hans Van Bylen (54) as Executive Vice President for the Beauty Care business as of May 1, 2016. Effective the same day, Hans Van Bylen will become CEO of Henkel. He will succeed Kasper Rorsted, who will leave the company on April 30, 2016.

Pascal Houdayer joined Henkel in 2011. He is responsible for the International Marketing of the Home Care business. In addition, he is also responsible for the digital activities and the Asia-Pacific region for the Laundry & Home Care business unit. Before joining Henkel, since 1993 he held various international management positions at Procter & Gamble in Europe, North Africa and the US in the Laundry and Home Care business as well as Body Care. The appointment of Pascal Houdayer as new member of the Henkel Management Board as of March 1, 2016 will allow a seamless transition of the business responsibility for Henkel's Beauty Care business.

"I'm very glad that Henkel has appointed an internal successor to Hans Van Bylen. Pascal Houdayer has long-standing, international experience in the consumer goods industry. This appointment is testament to our strong talent pipeline and people development at Henkel," said Dr. Simone Bagel-Trah, Chairwoman of the Supervisory Board and the Shareholders' Committee.

Pascal Houdayer was born in Eaubonne, France, in 1969. He graduated from the ESSEC Business School in Paris with a degree in Mathematics and a Master of Business Administration (MBA). He is married with three children.

In fiscal 2014 the Henkel Beauty Care business generated sales of around 3.5 billion euros and adjusted operating profit of 544 million euros. The portfolio include Hair cosmetics for consumers and professional hair dresser as well as well-known brands for Body, Skin, and Oral Care. Among the largest and most successful brands are Schwarzkopf, Dial and Syoss.

## About Henkel

Henkel operates worldwide with leading brands and technologies in three business areas: Laundry & Home Care, Beauty Care and Adhesive Technologies. Founded in 1876, Henkel holds globally leading market positions both in the consumer and industrial businesses with well-known brands such as Persil®, Schwarzkopf® and Loctite®. Henkel employs about 50,000 people and reported sales of 16.4 billion euros and adjusted operating profit of 2.6 billion euros in fiscal 2014. Henkel's preferred shares are listed in the German stock index DAX.

This document contains forward-looking statements which are based on the current estimates and assumptions made by the corporate management of Henkel AG & Co. KGaA. Forward-looking statements are characterized by the use of words such as expect, intend, plan, predict, assume, believe, estimate, anticipate, forecast and similar formulations. Such statements are not to be understood as in any way guaranteeing that those expectations will turn out to be accurate. Future performance and the results actually achieved by Henkel AG & Co. KGaA and its affiliated companies depend on a number of risks and uncertainties and may therefore differ materially from forward-looking statements. Many of these factors are outside Henkel's control and cannot be accurately estimated in advance, such as the future economic environment and the actions of competitors and others involved in the marketplace. Henkel neither plans nor undertakes to update forward-looking statements.

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