

News Release

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Henkel to further strengthen its hair care portfolio in emerging markets

Henkel to acquire range of leading hair care brands

- **Attractive portfolio of brands with broad awareness and leading positions**
- **Further expanding Henkel's footprint in emerging markets**
- **Strengthening core category hair care**

Düsseldorf/Cincinnati – Henkel signed an agreement with Procter & Gamble to acquire a range of hair care brands with focus on the Africa/Middle East and Eastern Europe regions.

With the acquisition, Henkel will expand its footprint in emerging markets and strengthen its position in some of the largest and fastest growing markets in Africa/Middle East and Eastern Europe. The transaction includes a portfolio of brands with leading positions in the entry-level price segment. Major brands are Pert, Shantu and Blendax, focusing on the shampoo segment. Key countries are Russia, Saudi Arabia and Turkey. In the fiscal year 2015, sales of the brands to be acquired amounted close to 100 million US dollar.

“This acquisition is part of our strategy to further strengthen our footprint in emerging markets and to invest in strong country category positions. We are convinced that emerging markets will continue to generate above-average growth in the future,” said Hans Van Bylen, Executive Vice President and responsible for Henkel's Beauty Care business. “These brands are a perfect fit for our Beauty Care business. They will strengthen our existing core category hair care and provide a platform for further expansion.”

Already in May 2014 Henkel acquired the Pert brand in Latin America from P&G. The brand offers a full range of hair care products, including shampoos and conditioners. The latest transaction will help to further consolidate the Pert brand into Henkel's portfolio.

Both parties agreed not to disclose any financial details about the transaction. Closing of the acquisition is subject to approval from anti-trust authorities.

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 the 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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