

News Release

September 2, 2016

Henkel significantly strengthens its laundry care business in North America

Henkel closes acquisition of The Sun Products Corporation

- **Step-change for Henkel in North America**
- **Henkel reaches No. 2 position in the North American laundry care market**
- **Attractive portfolio with strong and successful brands**
- **Potential to leverage innovation leadership**

Düsseldorf – Henkel has closed the acquisition of the laundry and home care company The Sun Products Corporation, based in Wilton, Connecticut, USA, on September 1, 2016. The agreement to buy all shares of the company from a fund of Vestar Capital Partners was signed on June 24, 2016 and is valued at 3.6 billion US dollars (around 3.2 billion euros) including debt.

“The acquisition of Sun Products is a major strategic move for Henkel and a step-change for our business in North America. We reach a No. 2 position in the North American laundry care market. With a transaction volume of around 3.2 billion euros this is the second-largest acquisition in Henkel’s history,” said Henkel CEO Hans Van Bylen.

The acquisition includes leading laundry care brands such as all® and Sun® as well as the fabric conditioner Snuggle®. The company also develops and manufactures laundry brands for leading retailers in North America. In the fiscal year 2015, Sun Products generated sales of around 1.6 billion US dollars (around 1.4 billion euros) in the USA and Canada.

“This acquisition complements and strengthens our existing laundry and home care portfolio with well-known and successful brands in North America,” explained Bruno Piacenza, Executive Vice President and responsible for Henkel’s Laundry & Home Care business. “The Sun Products brands enable us to further leverage Henkel’s innovation leadership and increase our relevance to trading partners in North America. We see excellent opportunities for our combined businesses to serve our customers and consumers even better. We are also excited to welcome the strong team of Sun Products.”

“It’s a great opportunity to become part of the global Henkel organization. The entire Sun Products team is looking forward to further advance our combined portfolio of successful laundry care brands in North America,” said Jeffrey Ansell, CEO of Sun Products Corporation.

Henkel in North America and the USA

North America is one of the most important regions for Henkel and the USA accounts for the highest sales globally. Henkel operates with all three business units in the region: Laundry & Home Care, Beauty Care and Adhesive Technologies. Henkel’s portfolio of well-known consumer and industrial brands in the USA include Persil and Purex laundry detergents, Schwarzkopf hair care products for retail and professional customers, Dial body care and Loctite adhesives.

In the fiscal year 2015, total sales in North America amounted to more than 3.6 billion euros (around 4.0 billion US dollars). Over the past decades the business in the region has been continuously strengthened through successfully integrated acquisitions, e.g. Loctite, Dial, National Starch’s adhesives businesses as well as the hair professional companies Sexy Hair, Kenra and Alterna.

About Henkel

Henkel operates worldwide with leading brands and technologies in three business units: Laundry & Home Care, Beauty Care and Adhesive Technologies. Founded in 1876, Henkel holds globally leading market positions, both in the consumer and in the industrial businesses, with well-known brands such as Persil, Schwarzkopf and Loctite. Henkel employs about 50,000 people and reported sales of 18.1 billion euros (20.1 billion US dollars) and adjusted operating profit of 2.9 billion euros (3.2 billion US dollars) in fiscal 2015. Henkel's preferred shares are listed in the German stock index DAX. For more information, please visit www.henkel.com or www.henkel-northamerica.com

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Contact

Investors & Analysts

Renata Casaro

Phone: +49 211 797 - 1631

Email: renata.casaro@henkel.com

Dr. Eva Sewing

Phone: +49 211 797 - 5277

Email: eva.sewing@henkel.com

Christopher Huesgen

Phone: +49 211 797 - 4314

Email: christopher.huesgen@henkel.com

Ewa Penczek

Phone: +49 211 797 - 7151

Email: ewa.penczek@henkel.com

Press & Media

Lars Witteck

Phone: +49 211 797 - 2606

Email: lars.witteck@henkel.com

Wulf Klüppelholz

Phone: +49 211 797 - 1875

Email: wulf.klueppelholz@henkel.com

Hanna Philipps

Phone: +49 211 797 - 3626

Email: hanna.philipps@henkel.com

Wilson Solano (in North America)

Phone: +1-860-571-5393

Email: wilson.solano@henkel.com

Natalie Violi (in North America)

Phone: +1-480-754-5442

Email: natalie.violi@henkel.com

Kathryn Corbally (in North America)

Phone: +1 203 254-6762

Email: kathryn.corbally@sunproductscorp.com

www.henkel.com/ir

www.henkel.com/press