

Henkel Acquires Spotless Group

Düsseldorf
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This information contains forward-looking statements which are based on current estimates and assumptions made by the corporate management of Henkel AG & Co. KGaA. Statements with respect to the future are characterized by the use of words such as “expect”, “intend”, “plan”, “anticipate”, “believe”, “estimate”, and similar terms. Such statements are not to be understood as in any way guaranteeing that those expectations will turn out to be accurate. Future performance and 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 any forward-looking statements.

Acquisition of Spotless Group further strengthens Henkel's Laundry & Home Care business

Sales

~280 m €

Transaction value

940 m €

EBITDA Multiple

12.1x

Scope

100% of capital

Financing

100% cash

Spotless Group, a highly profitable European laundry & home care company

Categories / Main Brands	Regional Presence	Market Positions
 <p>The logos shown are: Eau Ecarlate (red shield with blue and white stripes), Grey (red shield with white text), DYLON (white text with a colorful dot), VAPE (red text), CATCH (blue and red shield), and Vim (green and yellow text with a green dot).</p>	 <p>A grey silhouette map of Europe, showing the continent's outline.</p>	<p># 1 # 2</p> <p>in Laundry Aids, Laundry Sheets & Insect Control</p>
<ul style="list-style-type: none">• ~ 50% Laundry Aids• ~ 25% Insect Control• ~ 25% Household Care	<ul style="list-style-type: none">• Focus on Western Europe• Key countries: France, Italy, Spain, Benelux, UK	<ul style="list-style-type: none">• Leading positions in key countries

Highly attractive portfolio with technology edge and strong brand equities



Laundry Aids: leading brands in attractive segments completing the Henkel portfolio

Laundry Sheets



Stain Remover



Fabric Dyes



- Cross-category brands, strong technology edge
- Intelligent branding: international concept, local brand names

Insect Control & Household Care: leading brands strengthening our existing business

Insect Control



Household Care



- Strong technology edge across all relevant insect control segments
- Winning local household care brands

Strategic rationale: highly profitable, complementary portfolio with growth potential

- Leverage leadership in Western Europe while closing white spots
 - Laundry Aids: attractive segment completing our portfolio
 - Insect Control: entry in Western Europe with leading positions
 - Footprint in UK
- Leading brands with category captain positions
- High brand awareness & strong innovation pipeline
- Margin accretive business in attractive market segments
- Defensive and offensive synergy potential



Henkel integration track record, key enabler of synergy potential


Defensive synergies

- Leverage Henkel's strong organization in Western Europe

Offensive synergies

- International roll-out



 Important acquisition adding to Henkel's strong and efficient Laundry & Home Care platform

Acquisition of Spotless contributes to Henkel's 2016 financial targets



* incl. continuous portfolio optimization (without major acquisitions & divestments); EPS: adjusted per preferred share