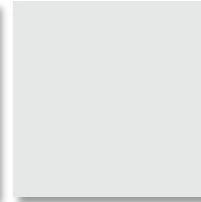
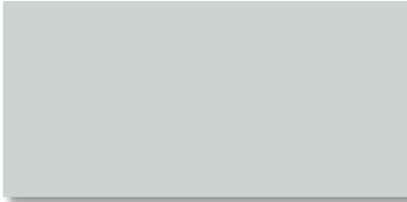
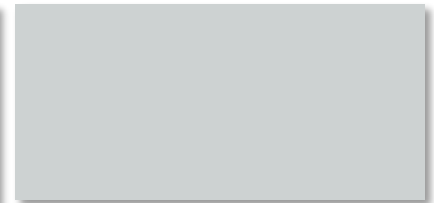


Henkel to acquire Behdad Chemical Company PJSC in growing Iranian laundry & home care market

Düsseldorf
August 11, 2016



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Acquisition of Behdad Chemical Company to further strengthen Henkel's leading position in Iranian laundry & home care market



Local champion with attractive portfolio of leading brands

Portfolio



- Focus on laundry & home care, strong presence in liquid detergents
- Strong positions in mid-price segment, complementing Henkel's portfolio

Regional Presence



- Focus on Iran, 2nd largest laundry & home care market in MENA
- Export business in other countries in MENA

Market Positions

Leading positions in:

Liquid detergents
Bleaches
Toilet care products

- Leading positions in attractive core segments
- Large and growing categories

Strategic rationale: Further strengthen Henkel's Laundry & Home Care business in MENA



- Expand Laundry & Home Care footprint in MENA, especially Iran
- Strengthen leading position in 2nd largest laundry & home care market in MENA
- Complement Henkel's portfolio with leading brands in the mid-price segment
- Acquisition of leading brand in the growing category of liquid detergents
- Both offensive and defensive synergy potential

Thank you!

