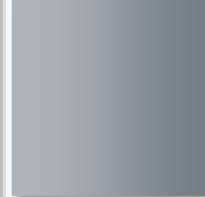
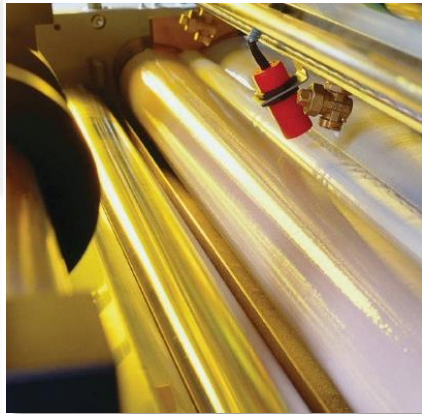
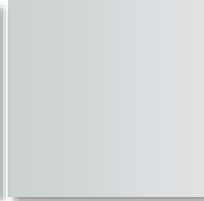
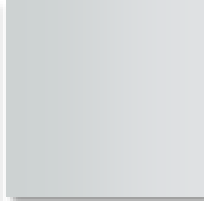
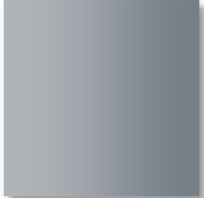


Henkel to acquire Novamelt GmbH



Düsseldorf
April 16, 2015



Disclaimer

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 Novamelt GmbH further strengthens position of Adhesive Technologies as a global leader

Sales

around **50 mio €**

Employees

around **100**

Scope

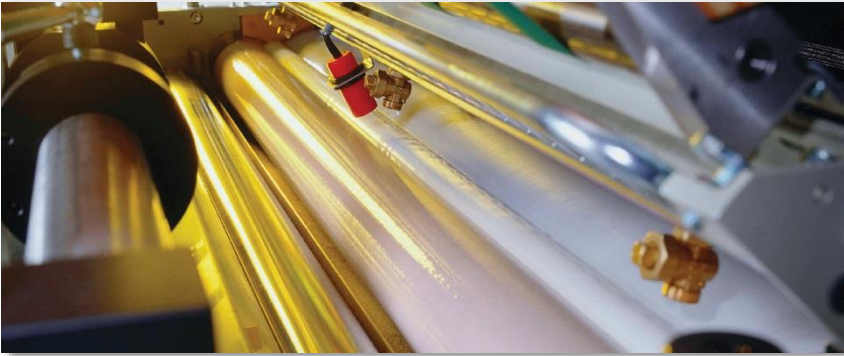
100% of capital

Financing

100% net cash

Further strengthen position & competence in attractive market for pressure sensitive adhesives (PSA)

Specialized hotmelt solutions



- Complementary, specialized technologies
- Hotmelt PSA
- UV-curable hotmelt PSA

Focussed regional presence



- Established business in Europe & North America
- Building positions in emerging markets

Portfolio of complementary & specialized hotmelt technologies

Hotmelt PSA



- For a broad range of self-adhesive applications: low-adhesion to very tacky, permanent products
- Covering a wide range of different label and tape applications

UV-curable hotmelt PSA



- Range of products with strong resistance to high temperatures, chemicals and climate conditions
- Focus on tapes & label applications – often with removable & repositionable features

Strategic rationale: Acquisition of specialized, complementary technologies

- Strengthen position of Adhesive Technologies as a global leader
- Gain strong positions in the growing markets for PSA industry
- Expand business in key markets: Europe & North America
- Complementary portfolio & specialized technology
- Local teams bring regional presence and proximity to customers

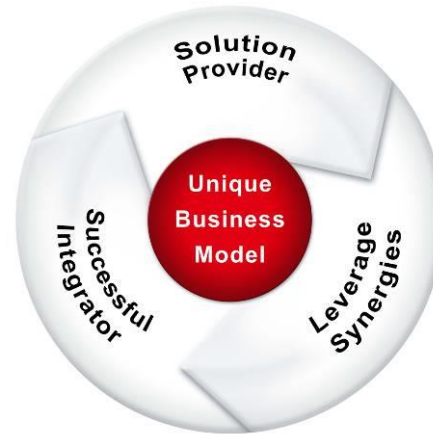


Acquisition perfectly fits Adhesive Technologies business model

Market characteristics

- Specialized and differentiated
- Growth through new applications
- Fragmented with attractive size

Business model



Strategy



Acquisition contributes to Henkel's 2016 financial targets



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