Henkel Acquires Spotless Group







Excellence is our Passion

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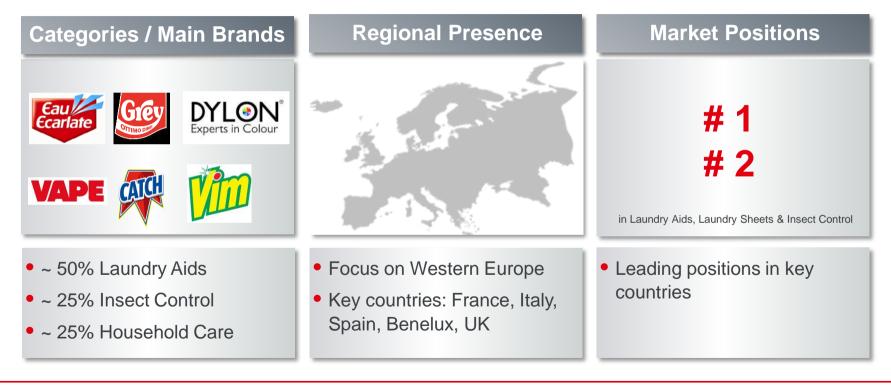


Acquisition of Spotless Group further strengthens Henkel's Laundry & Home Care business

Sales	Transaction value		EBITDA Multiple
~280 m €	940 m €		12.1x
Scope		Financing	
100%	100% of capital		O cash



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





Highly attractive portfolio with technology edge and strong brand equities





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



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



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



- 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

