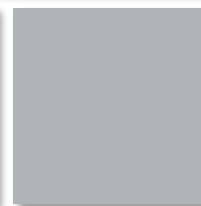
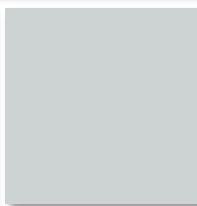


Henkel

Q1 2015

Kasper Rorsted
Carsten Knobel

Düsseldorf, May 7, 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.

Agenda

1. Key developments Q1 2015

2. Financials Q1 2015

3. Summary & outlook FY 2015

Q1 2015: Strong performance in a challenging environment

OSG

+3.6%

Adj. EBIT margin

16.0%

Adj. EPS growth

+13.5%

OSG in EM

+7.7%

NWC in % of sales

6.2%

Net financial pos.

€ 10 m

Delivering on profitable growth

- Sales in absolute figures at all-time high
- Solid organic sales growth driven by all business units
- Continued very strong organic sales growth in Emerging Markets
- Solid improvement in adj. EBIT margin
- Double-digit adj. EPS growth, on track for our FY 2015 guidance



Environment shows polarized dynamics

- Macroeconomic environment still polarized:
 - moderate pick-up in global GDP growth
 - persistently high volatility of key currencies
- Ongoing severe geo-political and social unrest in some countries
- Net Working Capital ratio above prior year mainly due to acquisitions & FX



Laundry & Home Care

Strong OSG & strong margin improvement in Q1 2015



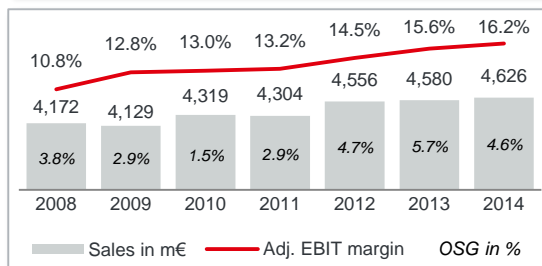
Sales

- Strong OSG
- Laundry strong, Home Care strong
- Mature Markets positive
- Emerging Markets very strong

Return

- Adj. EBIT margin showing strong increase
- ROCE below level of previous year

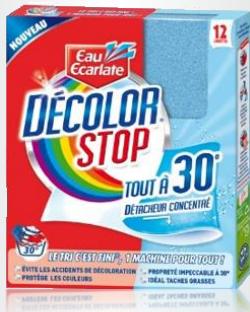
Long-term overview



Laundry & Home Care

Strengthening innovation leadership across categories

Color Catcher



- 1st laundry sheet with concentrated stain remover
- Prevents discoloration & ensures clean laundry results at 30°C

Persil ProClean



- Launch of Henkel's premium flagship brand Persil in the US
- Unique combination of stain fighters & boosters

PowerShot Detergent



- 1st liquid detergent with integrated dosing device
- Optimal dosing for excellent washing results

Purex[®]

POWER^oSHOT

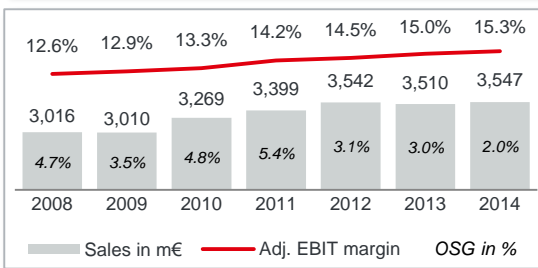


Beauty Care

Solid OSG & margin improvement in Q1 2015



Long-term overview



Sales

- Solid OSG
- Retail solid, Hair Salon slightly negative
- Mature Markets slightly negative
- Emerging Markets very strong

Return

- Adj. EBIT margin showing solid increase
- ROCE below level of previous year

Beauty Care

Strengthening innovation leadership across categories

Fa Magic Oils



- 1st refreshing shower gel from Fa with Micro Oil droplets
- Transparent formula providing soft skin feel without greasy residues

Styliste Ultîme



- 1st comprehensive styling line developed with Claudia Schiffer
- Expert formulas with Micro-Styler-Technology for ultimate runway styles

Keratin Color



- 1st coloration with Triple-Keratin: cares before, during & after coloring
- For up to 80% less breakage and 100% coverage for demanding hair

KERATIN COLOR

1ST FIBER STRENGTH CARE COLOR SYSTEM

HAIR FIBER PROTECTION

80% LESS BREAKAGE

SKIN FLATTERING REFLEXES

100% GREY COVERAGE

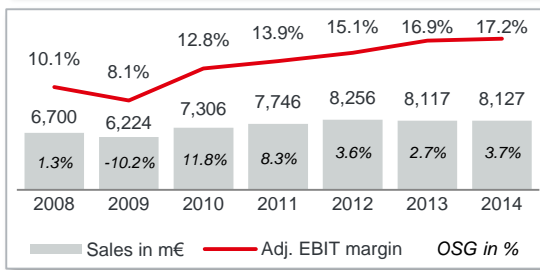


Adhesive Technologies

Solid OSG & high margin level in Q1 2015



Long-term overview



Sales

- Solid OSG
- All businesses and regions growing
- Mature Markets positive
- Emerging Markets strong

Return

- Adj. EBIT margin at high level, below previous year
- ROCE below level of previous year

Adhesive Technologies

Fostering technology leadership with impactful activities

Loctite Campaign



- Loctite, 1st Henkel brand to broadcast a TVC at the NFL final
- Top performance in digital activation & social media engagement

Customer Academy



- 1st Henkel training academy in India serving customers in the region
- Flexible Packaging Academy: certified training programs

Loctite Game Changer



- 1st solder paste stable at room temperature
- Removal of cold storage, improved logistics efficiency & cost reduction



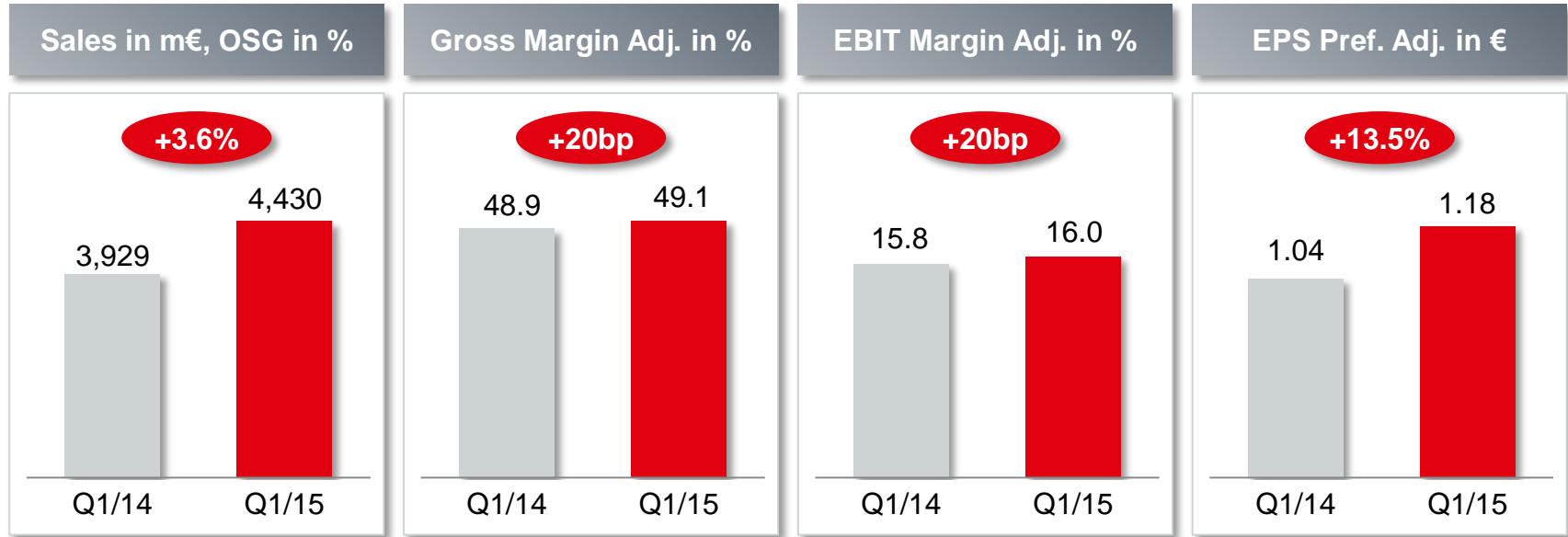
Agenda

1. Key developments Q1 2015

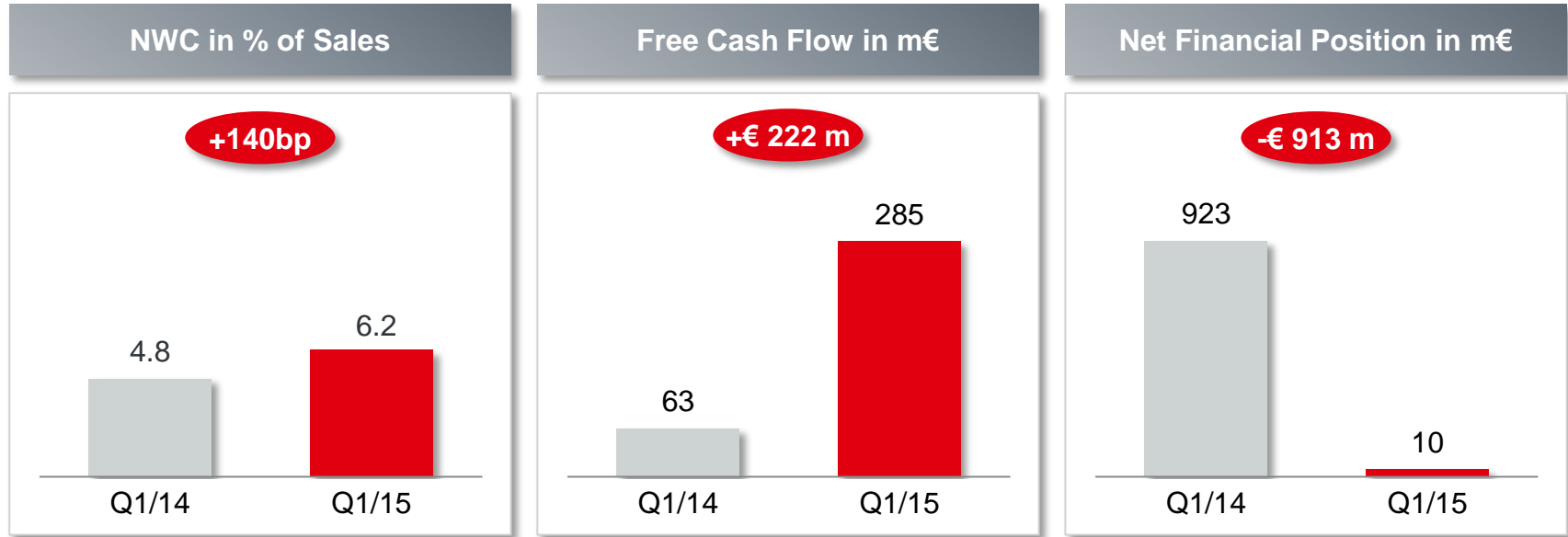
2. Financials Q1 2015

3. Summary & outlook FY 2015

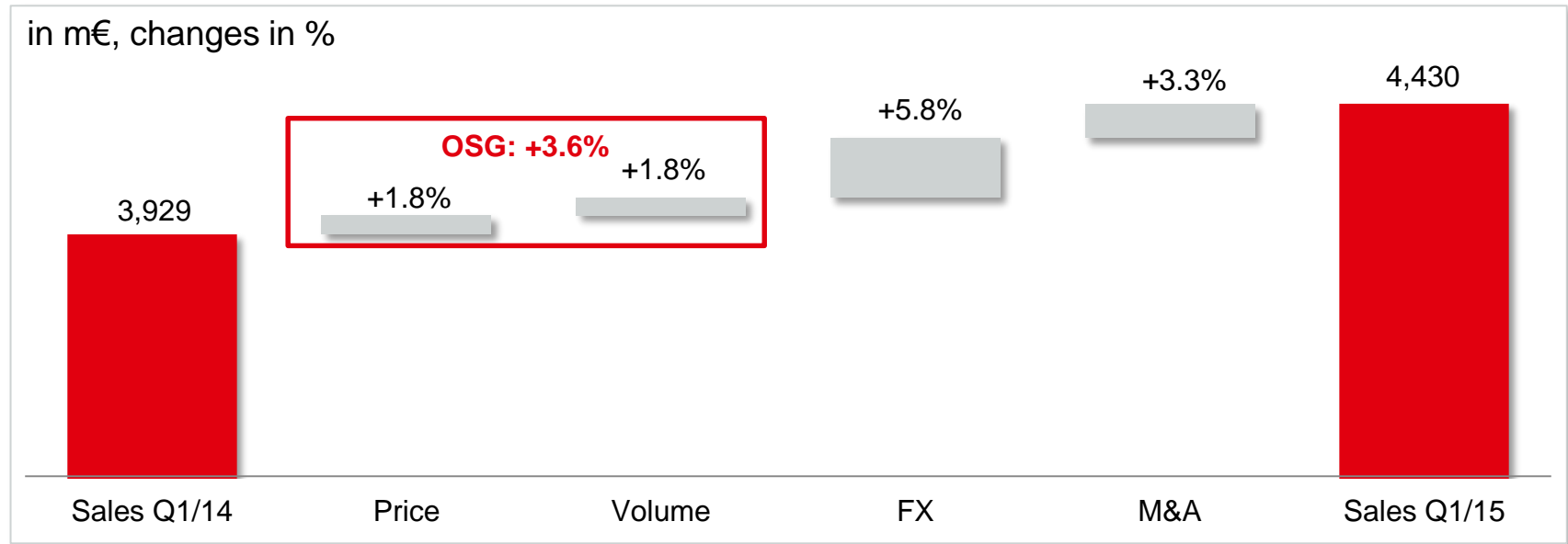
Continuous commitment to profitable growth



Focus on disciplined cash management

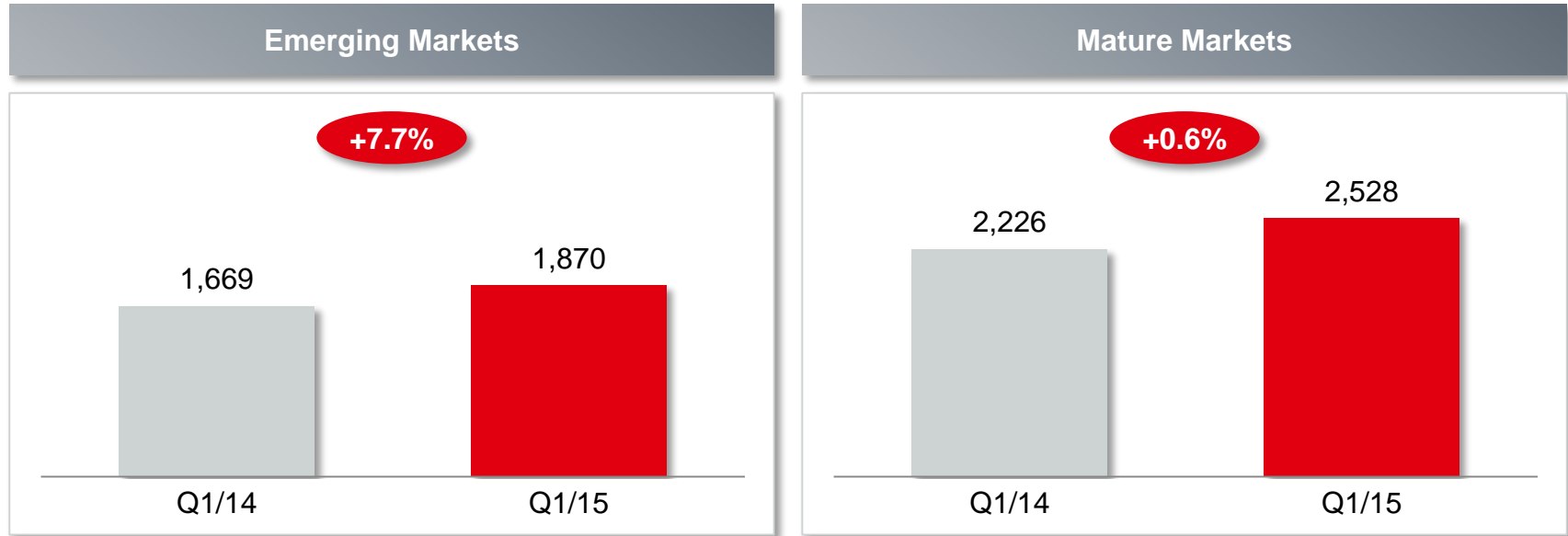


Double-digit nominal sales growth, balanced OSG growth



Emerging Markets very strong, Mature Markets positive

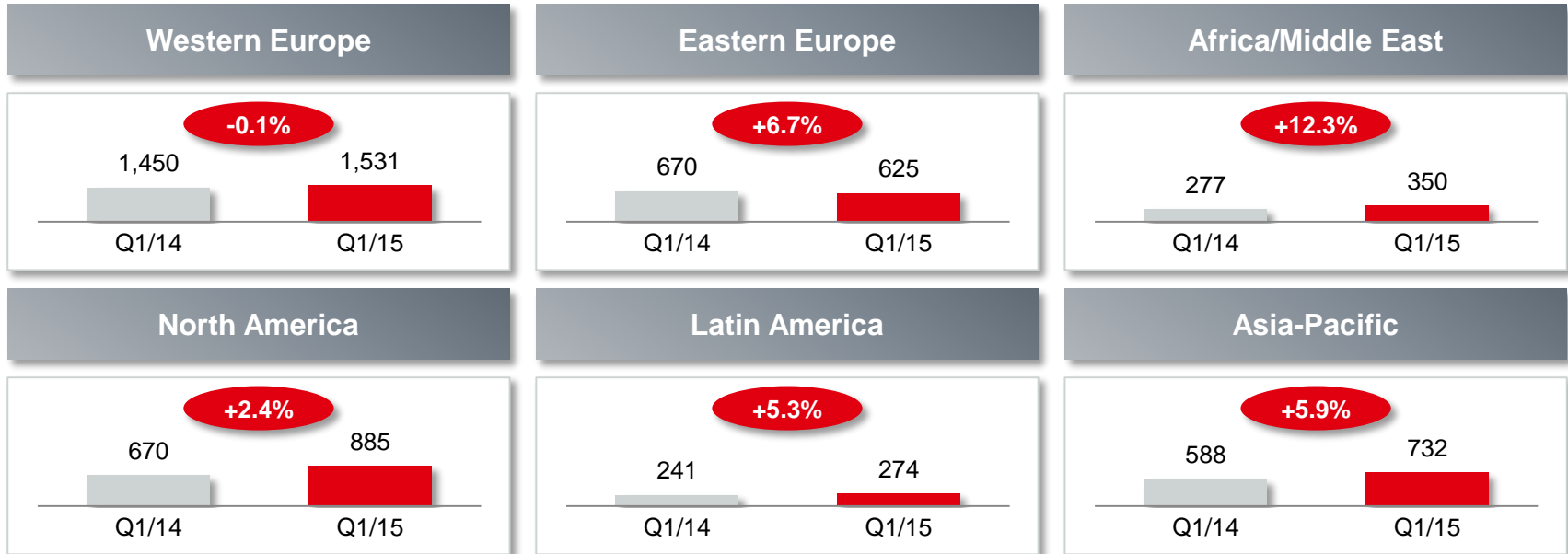
in m€, OSG in %



- Emerging Market sales share of 42%, on level of prior-year quarter

Broad-based growth across regions

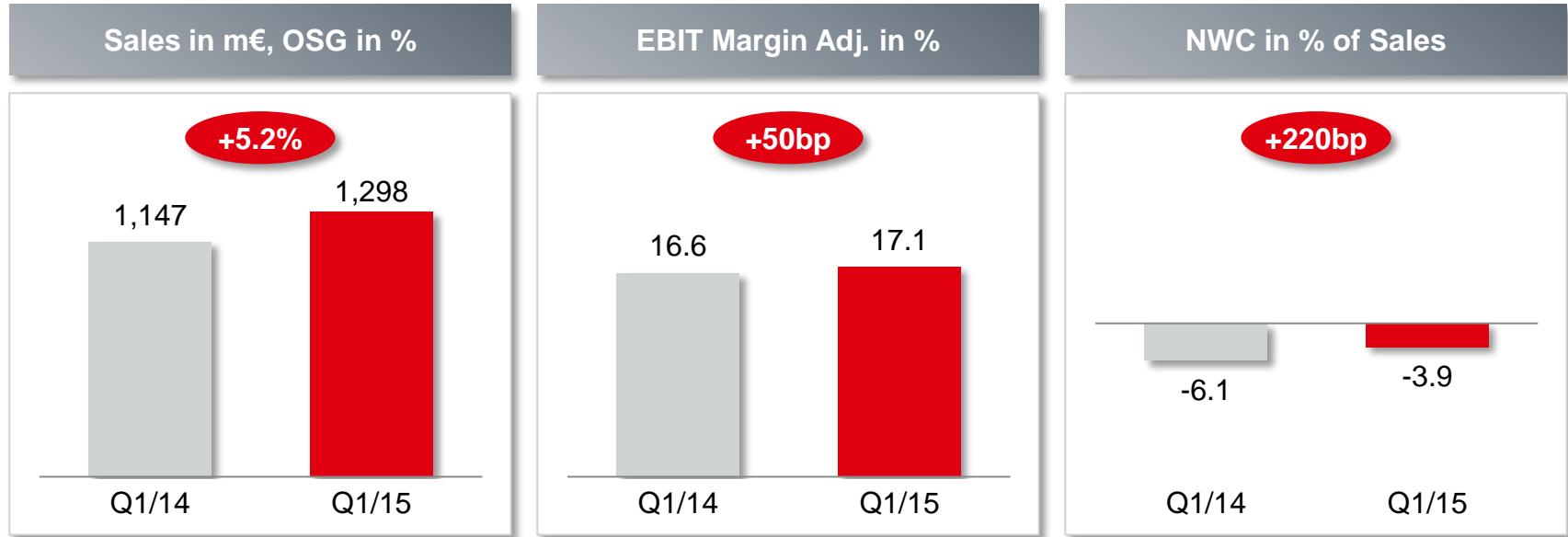
in m€, OSG in %



- Western Europe with uneven dynamics
- Asia Pacific driven by very strong China, strong India and double-digit Indonesia

Laundry & Home Care

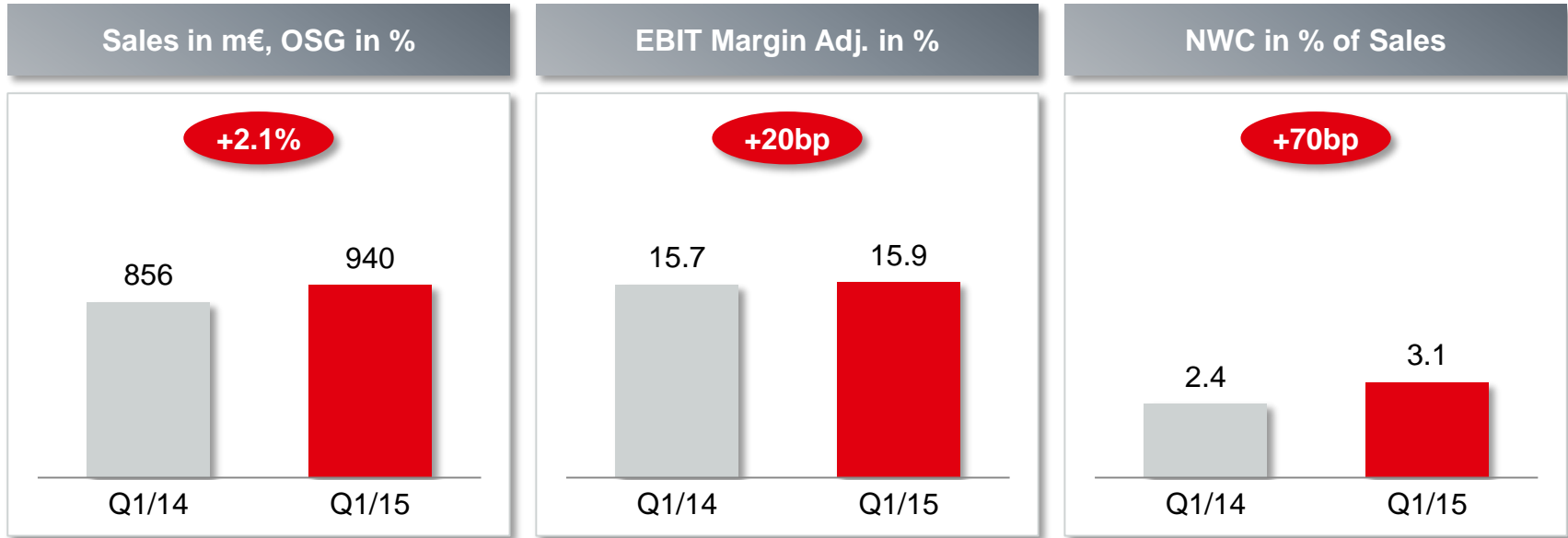
Fostering profitable growth path



- OSG driven by 2.3% in price and 2.9% in volume

Beauty Care

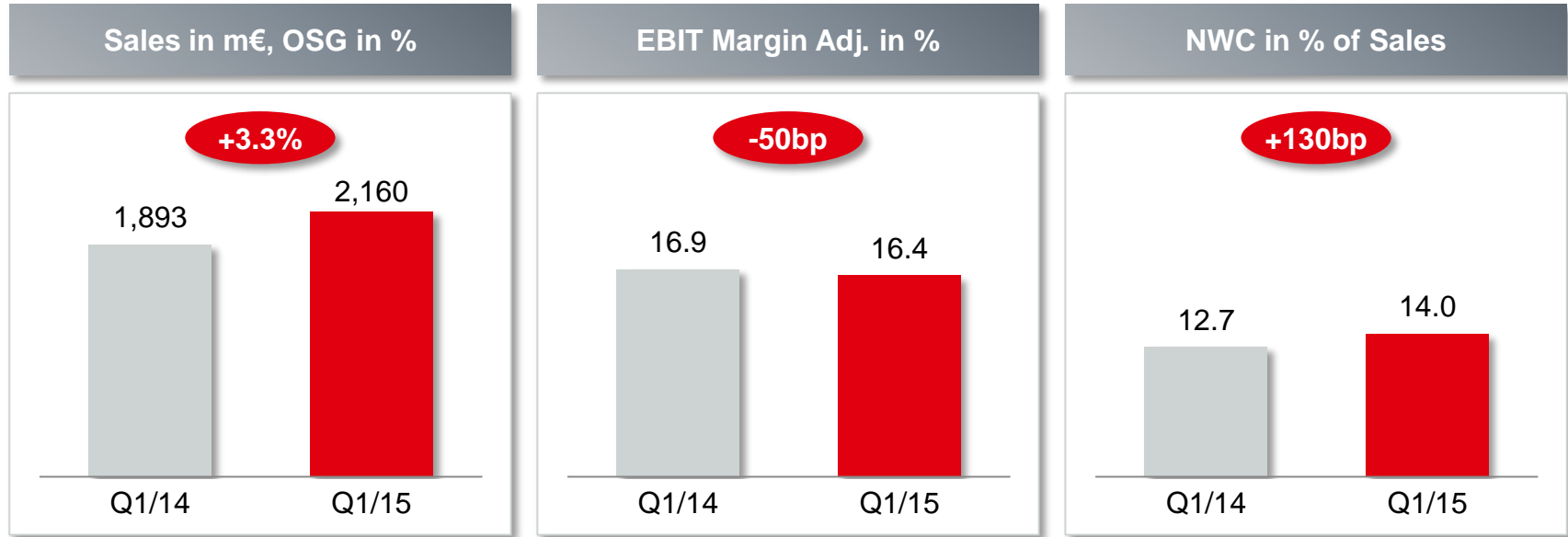
Fostering profitable growth path



- OSG driven by 2.2% in price, volume -0.1%

Adhesive Technologies

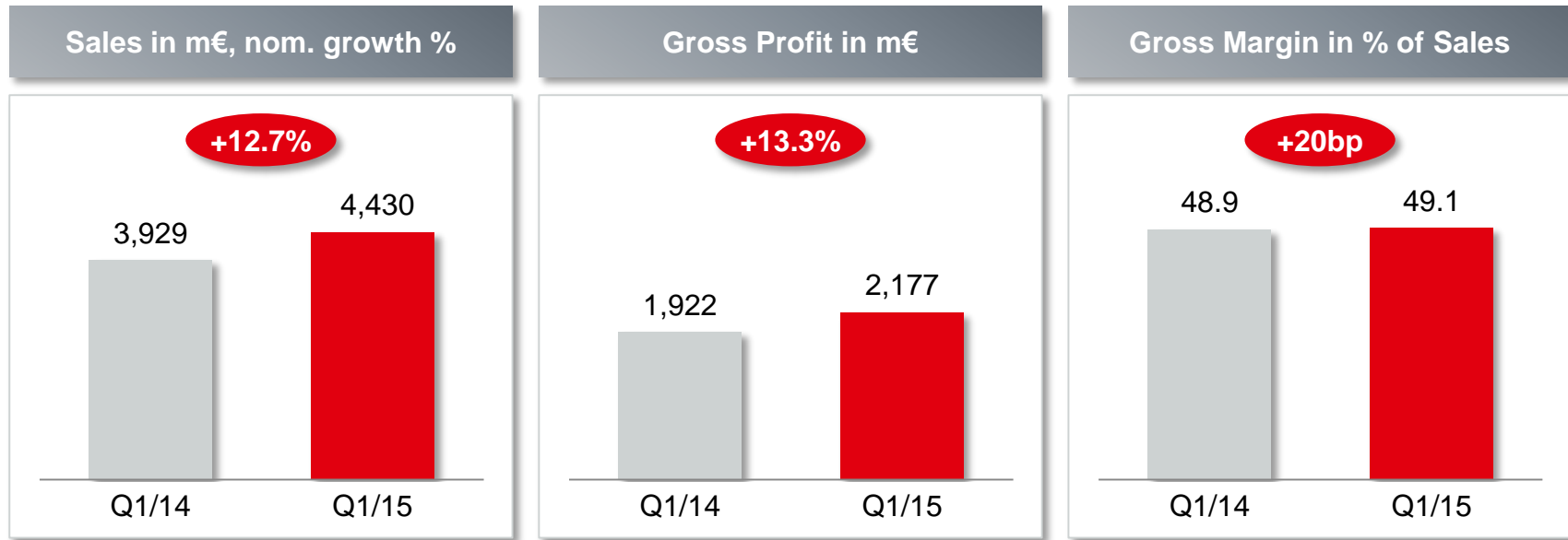
Solid OSG, profitability below high level of previous year



- OSG driven by 1.3% in price and 2.0% in volume

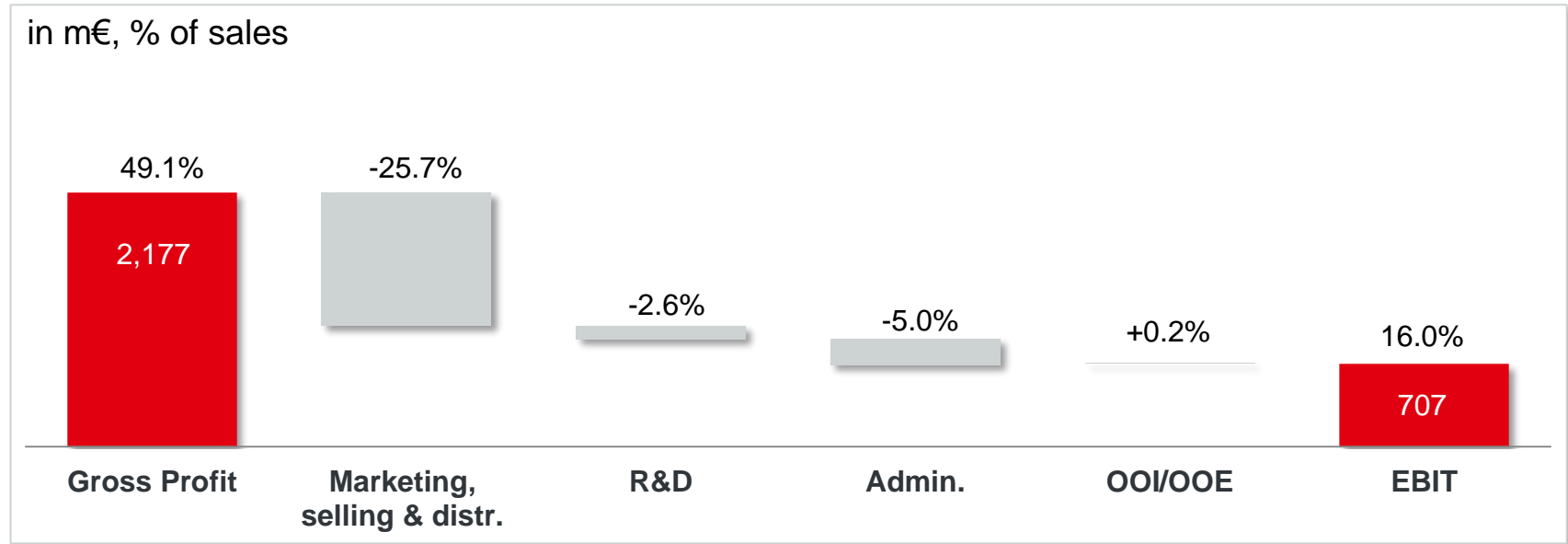
Gross margin slightly improved

Income statement adjusted

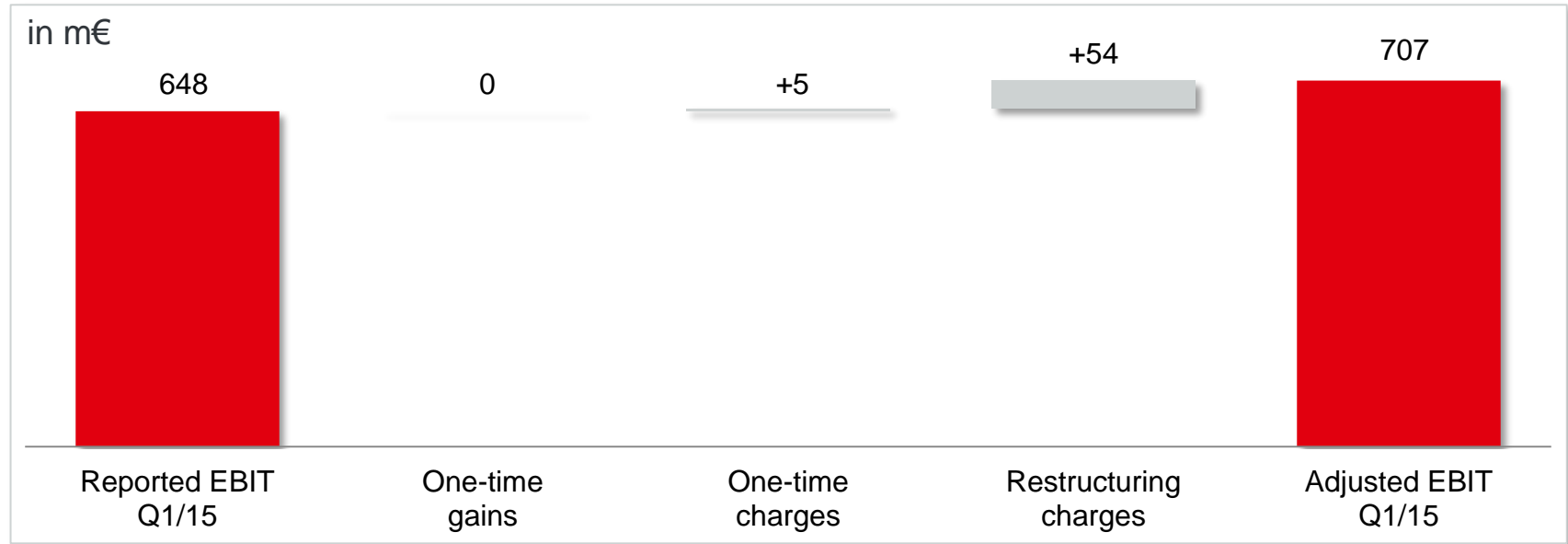


Solid adj. EBIT margin increase, plus 20bp

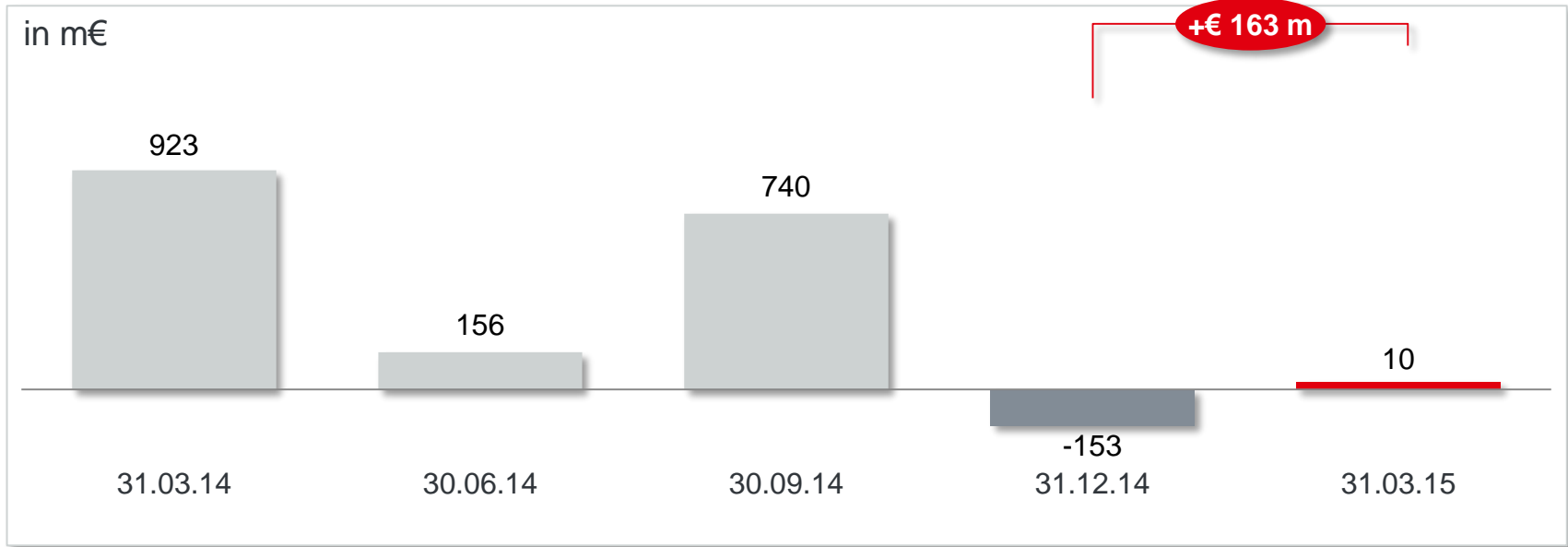
Income statement adjusted



Continuous adaptation of our structures to the market



Improvement of net financial position



- Positive net financial position despite acquisitions, investments & dividends in 2014

Agenda

1. Key developments Q1 2015

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Q1 2015

Strong performance in a challenging environment

- Sales in absolute figures at all-time high
- Solid organic sales growth driven by all business units
- Very strong OSG in Emerging Markets, Mature Markets positive
- Solid adj. EBIT margin increase
- Double-digit adj. EPS growth

Disciplined strategy execution in uncertain environment

- Macroeconomic environment:
 - moderate, uneven pick-up in global GDP growth
 - currency uncertainties remain
- Persisting geo-political tensions
- Well-paced introduction of innovations across our brands and technologies
- Continuous cost focus & adaptation of our structures
- Disciplined approach on acquisitions

Guidance FY 2015 - confirmed

| | Guidance FY 2015 |
|-------------------------------------|---------------------------------|
| Organic Sales Growth | 3 – 5% |
| • Laundry & Home Care | 3 – 5% |
| • Beauty Care | ~2% |
| • Adhesive Technologies | 3 – 5% |
| Emerging Markets sales share | At prior year level |
| Adjusted EBIT Margin | ~16% |
| • Laundry & Home Care | |
| • Beauty Care | All Business Units contributing |
| • Adhesive Technologies | |
| Adjusted EPS Growth | ~10% |

Upcoming events

- June 1st, 2015
Investor & Analyst Day
Laundry & Home Care, Düsseldorf
- August 12th, 2015
Q2 2015 Financials
- November 11th, 2015
Q3 2015 Financials



Guidance FY 2015 for selected KPIs - confirmed

| | Guidance FY 2015 |
|-------------------------------|------------------|
| Total direct materials | Stable prices |
| Restructuring charges | € 150-200 m |
| CAPEX | € 550-600 m |