

Henkel to acquire  
leading Laundry Brands  
in Australia and  
New Zealand



Düsseldorf  
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Henkel

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# Acquisition of leading laundry brands in Australia and New Zealand further strengthens Henkel's Laundry & Home Care business

Sales  
~110 m €

Scope  
100% of business



Financing  
100% cash

Purchase Price  
~220 m €

# Cover white spot Australia / New Zealand with leading position in region

Categories / Main Brands	Regional Presence	Market Positions
		<p><b># 1</b> laundry detergents, Australia</p> <p><b># 2</b> laundry detergents, New Zealand</p>
<ul style="list-style-type: none"><li>• Laundry detergents</li><li>• Pre-wash</li></ul>	<ul style="list-style-type: none"><li>• Focus on Australia</li><li>• New Zealand &amp; Fiji</li></ul>	<ul style="list-style-type: none"><li>• Leading positions</li><li>• Coverage of key categories</li></ul>

# Iconic brands with leading positions & strong consumer awareness

Detergents		Pre-wash	
			
<ul style="list-style-type: none"><li>• Premium positioning</li><li>• Powder &amp; liquid</li><li>• Smartest in cold</li></ul>	<ul style="list-style-type: none"><li>• Value-for-money positioning</li><li>• Powder &amp; liquid</li><li>• Sensorial fragrance</li></ul>	<ul style="list-style-type: none"><li>• Premium positioning</li><li>• Focus on liquid</li><li>• Superior stain removal</li></ul>	<ul style="list-style-type: none"><li>• Premium positioning</li><li>• Pre-wash solutions</li><li>• Targeted stain removal</li></ul>
<b>No. 2 in premium segment</b>	<b>No. 1 in value-for-money segment</b>	<b>No. 1 in liquid segment</b>	<b>No. 2 in pre-wash segment</b>

## Strategic rationale: Strengthen core business laundry with leading country category positions in attractive markets

- Cover Laundry & Home Care white spot Australia & New Zealand
- Immediately reach No. 1 position in core category laundry in Australia
- Leading positions across price segments & product categories, No. 1 in growing liquid segment
- Strong brand equity & excellent position in retail
- Platform for further expansion of Henkel's Laundry & Home Care business
- Leverage Henkel's Adhesive Technologies & Beauty Care business platform



# Acquisition contributes to Henkel's 2016 financial targets



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