Henkel to acquire leading Laundry Brands in Australia and New Zealand













) Excellence is our Passion

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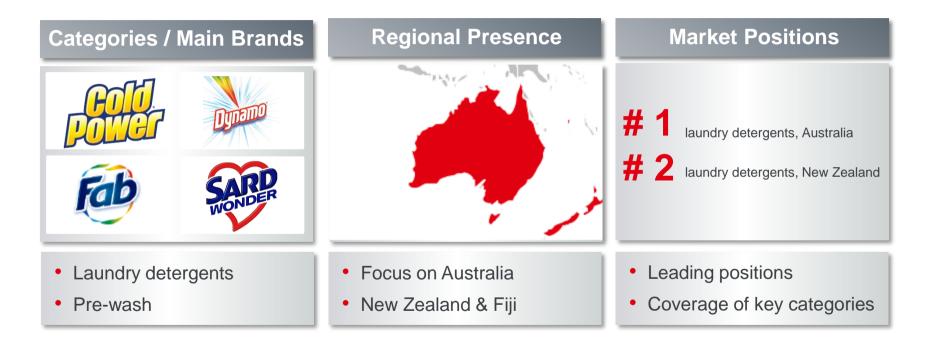


Acquisition of leading laundry brands in Australia and New Zealand further strengthens Henkel's Laundry & Home Care business

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





Iconic brands with leading positions & strong consumer awareness





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

