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.
Key figures Q2 2013

- Sales: 4,286 m€
- Adj. EBIT margin: 15.4%
- Adj. EPS (pref.): 1.07 €
- NWC/ % of sales: 5.2%
- Net financial pos.: -130 m€
Achievements Q2 2013
Henkel

- Solid organic sales growth driven by all businesses
- All regions growing, Emerging Markets very strong
- Emerging Market sales share at 45%
- Return to solid growth of Adhesive Technologies, also in North America
- Adj. EBIT margin very strong, growth driven by all businesses
Challenges Q2 2013
Henkel

- Weakness in Southern Europe impacting all businesses
- Further increased promotional pressure
- Electronic Adhesives improving, sales still slightly negative
- Continued headwind from FX
- Further geo-political and social unrests
Laundry & Home Care

Key developments

Sales

- Strong OSG, Laundry strong, Home Care very strong
- Emerging Markets OSG double digit
- Mature Markets flat

Return

- Adj. EBIT Margin showing very strong increase
- ROCE further increased
Laundry & Home Care
Key activities

- Patented odor neutralization system
- Successful roll-out in Central Eastern Europe

Perwoll Sport & Active

- Residue-free power gel
- Value for money innovation in MENA

Power Gel

- Best degreasing power in three dimensions
- Further strengthen position in E. Europe and MENA

Pril 3x Best Power
Beauty Care
Key developments

- Solid OSG
- Retail solid, Hair Salon below PY quarter
- All regions growing, Emerging Markets with strong OSG

Sales

Return

- Adj. EBIT Margin showing strong increase
- ROCE further increased
Beauty Care
Key activities

Schwarzkopf Million Color
- Revolutionary permanent intense powder-to-cream coloration
- Millionized powder pigments

Fa Shower + Lotion
- 1st shower cream with body lotion complex from Fa

Igora Royal
- High Definition Technology
- The new standard in professional Hair Coloration
## Adhesive Technologies

### Key developments

**Sales**
- Solid OSG
- Emerging Markets with very strong OSG
- Mature Markets slightly below PY quarter
- North America with solid OSG

**Return**
- Adj. EBIT Margin showing excellent increase
- ROCE further increased
Adhesive Technologies

Key activities

- Leverage on lightweight industry mega trend
- Build on strong customer partnerships
- Roll-out of technology platform
- Integration fully on track
- Optimized footprint
Progress towards Henkel’s financial targets 2016

- **Sales [m€]**
  - Q2/12: 4,206
  - Q2/13: 4,286
  - **+4.0%**

- **EM sales [m€]**
  - Q2/12: 1,829
  - Q2/13: 1,943
  - **+8.9%**

- **EPS CAGR [%]**
  - Q2/12: 0.97
  - Q2/13: 1.07
  - **+10.3%**

* Organic sales growth
Agenda

1. Key Developments Q2 2013
2. Financials Q2 2013
3. Summary & Outlook FY 2013
Key financials Q2 2013 (1/2)

Sales in m€, OSG in %

Q2/12: 4,206
Q2/13: 4,286
+4.0%

Gross Margin Adj. in %

Q2/12: 47.6
Q2/13: 48.3
+70bp

EBIT Margin Adj. in %

Q2/12: 14.5
Q2/13: 15.4
+90bp

EPS Pref. Adj. in €

Q2/12: 0.97
Q2/13: 1.07
+10.3%
### Key financials Q2 2013 (2/2)

<table>
<thead>
<tr>
<th>NWC in % of Sales</th>
<th>Free Cash Flow in m€</th>
<th>Net Financial Position in m€</th>
</tr>
</thead>
<tbody>
<tr>
<td>Q2/12 7.0</td>
<td>Q2/12 330</td>
<td>Q2/12 -1,269</td>
</tr>
<tr>
<td>Q2/13 5.2</td>
<td>Q2/13 203</td>
<td>Q2/13 -130</td>
</tr>
</tbody>
</table>

- **NWC in % of Sales**: Q2/12 7.0, Q2/13 5.2, -180bp
- **Free Cash Flow in m€**: Q2/12 330, Q2/13 203, -38.5%
- **Net Financial Position in m€**: Q2/12 -1,269, Q2/13 -130, +1.1bn€
Sales growth

- Sales Q2/12: 4,206
- OSG: +4.0%
- Price: +0.8%
- Volume: +3.2%
- FX: -2.3%
- M&A: +0.2%
- Sales Q2/13: 4,286

- Negative FX impact: mainly Japanese Yen, US Dollar, Russian Ruble
Sales growth by region
in m€, OSG in %

- Emerging Markets very strong with a sales share of 45%
Sales growth by region
in m€, OSG in %

- Brazil, India, China with double digit growth, Russia strong
- Southern Europe and Japan with continued weakness
Income statement adjusted
Sales to gross profit

- Increase in gross margin, despite negative impact of <50bp from COGS
- Disciplined execution of countermeasures
Income statement adjusted
Gross profit to EBIT

- Marketing investments flat, selling & distribution expenses slightly increased
- Higher admin expenses due to investments in regional hubs in Emerging Markets
Reported to Adjusted EBIT

Reported EBIT Q2/13: 607
One-time gains: -10
One-time charges: 36
Restructuring charges: 27
Adjusted EBIT Q2/13: 660
Development of net financial position

-1,269 -612 -85 +114 -130
Q2/12 Q3/12 Q4/12 Q1/13 Q2/13

-425m€ dividend payment in April
Laundry & Home Care

Key figures

- OSG driven by 1.5% in price and 4.3% in volume
- Very strong EBIT margin increase due to efficiency gains; strict cost discipline

Sales in m€, OSG in %

<table>
<thead>
<tr>
<th>Quarter</th>
<th>Sales in m€</th>
</tr>
</thead>
<tbody>
<tr>
<td>Q2/12</td>
<td>1,147</td>
</tr>
<tr>
<td>Q2/13</td>
<td>1,186</td>
</tr>
</tbody>
</table>

EBIT Margin Adj. in %

<table>
<thead>
<tr>
<th>Quarter</th>
<th>EBIT Margin Adj. in %</th>
</tr>
</thead>
<tbody>
<tr>
<td>Q2/12</td>
<td>14.5</td>
</tr>
<tr>
<td>Q2/13</td>
<td>15.3</td>
</tr>
</tbody>
</table>

NWC in % of Sales

<table>
<thead>
<tr>
<th>Quarter</th>
<th>NWC in % of Sales</th>
</tr>
</thead>
<tbody>
<tr>
<td>Q2/12</td>
<td>-2.7</td>
</tr>
<tr>
<td>Q2/13</td>
<td>-4.2</td>
</tr>
</tbody>
</table>
**Beauty Care**

**Key figures**

- OSG driven by 0.5% in price and 2.3% in volume
- Strong EBIT Margin increase due to improved gross margin; strict cost discipline
Adhesive Technologies
Key figures

- OSG driven by 0.5% in price and 3.1% in volume
- Excellent EBIT margin increase due to improved gross margin; strict cost discipline
Agenda

1. Key Developments Q2 2013
2. Financials Q2 2013
3. Summary & Outlook FY 2013
Summary Q2 2013

- Overall solid OSG driven by all businesses
- All regions growing, Emerging Markets with very strong OSG
- Adj. EBIT margin very strong, growth driven by all businesses
- Adj. EPS (pref.) growth above 10%

Strong quarter in continued challenging market environment
Outlook 2013

- Global economic environment remains difficult
- Strong innovation pipeline to foster profitable growth path despite tougher competitive environment
- FX headwinds persisting

Confirmed guidance for FY 2013 despite headwinds
## Guidance FY 2013

<table>
<thead>
<tr>
<th></th>
<th>Guidance FY 2013</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Organic sales growth</strong></td>
<td></td>
</tr>
<tr>
<td>- Laundry &amp; Home Care</td>
<td>3 - 5%</td>
</tr>
<tr>
<td>- Beauty Care</td>
<td>Each division 3 - 5%</td>
</tr>
<tr>
<td>- Adhesive Technologies</td>
<td></td>
</tr>
<tr>
<td><strong>Adjusted EBIT margin</strong></td>
<td>~ 14.5%</td>
</tr>
<tr>
<td>- Laundry &amp; Home Care</td>
<td>All divisions contributing</td>
</tr>
<tr>
<td>- Beauty Care</td>
<td></td>
</tr>
<tr>
<td>- Adhesive Technologies</td>
<td></td>
</tr>
<tr>
<td><strong>Adjusted EPS growth</strong></td>
<td>~ 10%</td>
</tr>
</tbody>
</table>

We will continue to adapt our structures to the market
Upcoming events

- November 12, 2013
  Q3 2013 Financials
- February 20, 2014
  FY 2013 Financials
Thank You!
Additional Information
## Further FY 2013 Guidance for selected KPIs (unchanged)

<table>
<thead>
<tr>
<th>KPI</th>
<th>Guidance FY 2013</th>
</tr>
</thead>
<tbody>
<tr>
<td>Price increase total direct materials</td>
<td>moderate</td>
</tr>
<tr>
<td>Restructuring charges</td>
<td>~125 m€</td>
</tr>
<tr>
<td>CAPEX on PPE</td>
<td>~500 m€</td>
</tr>
</tbody>
</table>
Key financials YTD 1-6 2013 (1/2)

- **Sales in m€, OSG in %**
  - 2012: 8,214
  - 2013: 8,319
  - Change: +3.2%

- **Gross Margin Adj. in %**
  - 2012: 47.4
  - 2013: 48.5
  - Change: +110bp

- **EBIT Margin Adj. in %**
  - 2012: 14.1
  - 2013: 15.1
  - Change: +100bp

- **EPS Pref. Adj. in €**
  - 2012: 1.84
  - 2013: 2.03
  - Change: +10.3%
Key financials YTD 1-6 2013 (2/2)

<table>
<thead>
<tr>
<th>NWC in % of Sales</th>
<th>Free Cash Flow in m€</th>
<th>Net Financial Position in m€</th>
</tr>
</thead>
<tbody>
<tr>
<td>7.0 (3-6/12)</td>
<td>560 (1-6/12)</td>
<td>-1,269 (1-6/12)</td>
</tr>
<tr>
<td>5.2 (3-6/13)</td>
<td>412 (1-6/13)</td>
<td>-130 (1-6/13)</td>
</tr>
</tbody>
</table>

-180bp
-26.4%
+1.1bn€
Sales growth – Henkel

Sales in m€, changes in %

- OSG: +3.2%
- Price: +1.2%
- Volume: +2.0%
- FX: -2.1%
- M&A: +0.2%

Sales 1-6/12: 8,214
Sales 1-6/13: 8,319
Reported to Adjusted EBIT

in m€

1,172 | -10 | 41 | 57 | 1,260

Reported EBIT 1-6/13 | One-time gains | One-time charges | Restructuring charges | Adjusted EBIT 1-6/13
Laundry & Home Care

Key figures

- OSG driven by 2.0% in price and 4.9% in volume
Beauty Care
Key figures

- OSG driven by 0.7% in price and 2.7% in volume
**Adhesive Technologies**

**Key figures**

- **Sales in m€, OSG in %**
  - 1-6/12: 4,099
  - 1-6/13: 4,082
  - Change: +1.3%

- **EBIT Margin Adj. in %**
  - 1-6/12: 15.1
  - 1-6/13: 16.7
  - Change: +160bp

- **NWC in % of Sales**
  - 3-6/12: 14.4
  - 3-6/13: 12.2
  - Change: -220bp

- OSG driven by 0.9% in price and 0.4% in volume
Reporting changes
As of Q1 2013 onwards

IAS 19 revised:

□ Retrospective application of amendments to IAS 19 ‘Employee benefits’

□ New regulation replaces ‘expected return on plan assets’ (EROPA) with an identical actuarial rate for both, pension obligations and plan assets

Net working capital definition:

□ Adaptation of net working capital definition

□ Enhanced transparency on customer and supplier figures

□ Definition now also including other customer and supplier related payables and receivables

□ Previous year figures calculated on a comparable basis