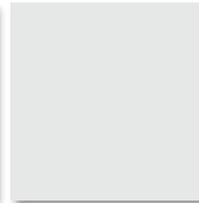
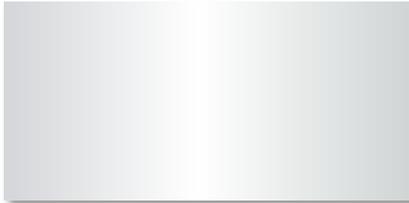
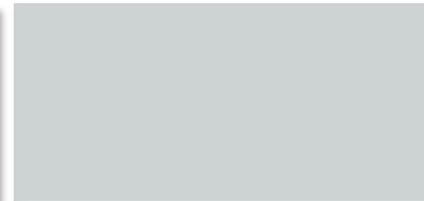


# Henkel to acquire the tile adhesives division of Alfagres S.A., Colombia

Düsseldorf  
August 11, 2016



## Disclaimer

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# Acquisition further strengthens Henkel's Adhesives Technologies business in Colombia



# Leading position in growing market

Complementing Henkel's portfolio in emerging markets

## Portfolio



- Focus on ceramic tile adhesives for building material market
- Long term distribution agreement between Henkel and Alfagres

## Regional Presence



- Focus 100% on Colombia
- Local manufacturing site

## Market Positions

**No. 2** Tile adhesives

- Leading position in growing and profitable ceramic tile market
- Dynamic construction sector, driven by housing deficit, ceramic tiles trends, conversion to off-site mixing

# Strategic rationale: Entry into growing Colombian tile adhesives market



- Enter in the Colombian building material market with a leading position
  - 2<sup>nd</sup> biggest ceramic tile market in Latin America North
  - Dynamic construction sector
- Long term agreement with Alfagres Group as leading distributor
- Local production footprint
- Offensive synergy potential

Thank you!

