

Henkel strengthens Beauty Care portfolio with acquisition of Premium Professional brand 'DevaCurl'

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| DevaCurl acquisition strengthens Henkel's Beauty Care Professional business in North America

Sales 2019E

~ **USD 100** million

Scope

100% of share capital

Employees

~ **200**

Financing

Cash

DevaCurl is a category-leading brand specializing on all types of curly hair

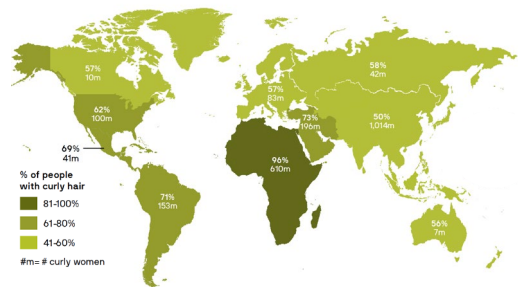
Compelling Portfolio



High growth portfolio of Premium Hair Care, Styling products and Tools focusing on all kinds of curly / textured hair

Vegan and free-from product formulas in-line with key market trends

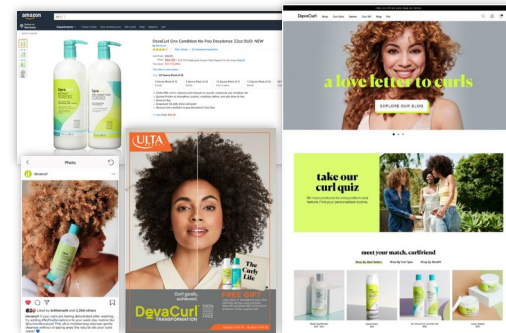
Attractive Market



Large addressable market with 2 to 2.5 billion¹ curly haired women globally

Target group with higher consumption and spend levels compared to average beauty consumer

Channels & Regions



Omni-channel approach, including Professional, Selective Retail, D2C, eCommerce Platforms

Strong presence in USA with significant potential to expand into other regions

¹ Estimate based on following sources: CIA World Factbook, DevaCurl consumer survey, Worldatlas.com, French Institute of National Statistics, Worldpopulationreview.com, TextureTrends

| Strategic Rationale: Acquisition of highly complementary business with strong growth potential

- Category-leading, high growth Premium Professional 'DevaCurl' brand with a complementary portfolio, strong innovation capabilities and future potential
- Entry into fast growing and high spending curly / textured hair segment
- Access to strong omni-channel distribution, including Professional, Selective Retail, D2C and eCommerce platforms
- Offensive and defensive synergy potential, leveraging Henkel's complementary portfolio, technology know-how and supply chain

Thank you!