

Henkel at a glance

- » Global supplier of brands and technologies
- » 133 years of brand success
- » Competence in three business sectors:
 - » Laundry & Home Care
 - » Cosmetics/Toiletries
 - » Adhesive Technologies

Highlights of 2009

- » Organic sales performance: -3.5 percent
 - » Laundry & Home Care: +2.9 percent
 - » Cosmetics/Toiletries: +3.5 percent
 - » Adhesive Technologies: -10.2 percent
- » Share of sales accounted for by our growth regions: increase of 1 percentage point to 38 percent
- » Adjusted return on sales (EBIT): 10.0 percent
- » Net working capital: improvement of 3.9 percentage points to 7.8 percent of sales
- » Net debt: reduced by 1.0 billion euros to 2.8 billion euros

Key financials

in million euros	2008	2009	+/-	
Sales	14,131	13,573	-3.9 %	
Operating profit (EBIT)	779	1,080	38.6 %	
Adjusted ¹⁾ operating profit (EBIT)	1,460	1,364	-6.6 %	
Return on sales (EBIT)	in %	5.5	8.0	2.5 pp
Adjusted ¹⁾ return on sales (EBIT)	in %	10.3	10.0	-0.3 pp
Net earnings	1,233	628	-49.1 %	
Earnings after minority interests	1,221	602	-50.7 %	
Earnings per preferred share	in euros	2.83	1.40	-50.5 %
Adjusted ¹⁾ earnings per preferred share	in euros	2.19	1.91	-12.8 %
Return on capital employed (ROCE)	in %	6.9	9.8	2.9 pp
Capital expenditures on property, plant and equipment	473	344	-27.3 %	
Research and development expenses ²⁾	429	396	-7.7 %	
Number of employees (annual average)	55,513	51,361	-7.5 %	
Dividend per ordinary share	in euros	0.51	0.51 ³⁾	0.0 %
Dividend per preferred share	in euros	0.53	0.53 ³⁾	0.0 %

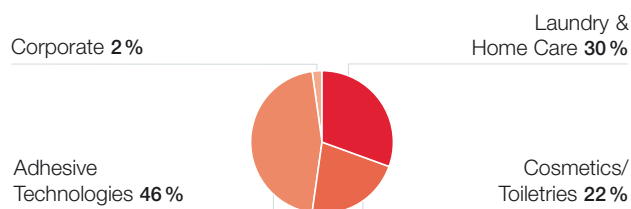
¹⁾ Adjusted for one-time charges/gains and restructuring charges

²⁾ Includes restructuring charges of 52 million euros (2008) and 13 million euros (2009)

³⁾ Proposed

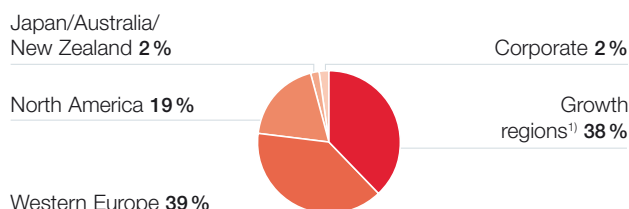
pp = percentage points

Sales by business sector



Corporate = sales and services not assignable to the individual business sectors

Sales by region



¹⁾ Eastern Europe, Africa/Middle East, Latin America, Asia excluding Japan

Laundry & Home Care

Leading market positions worldwide

Achieving profitable growth through innovation, strong brands and a heightened focus on our customer relationships

Further expanding our strong market position in Europe and our presence in the growth regions and North America

Key financials

in million euros	2008	2009	+/-
Sales	4,172	4,129	-1.0 %
Operating profit (EBIT)	439	501	14.0 %
Adjusted ¹⁾ operating profit (EBIT)	450	530	17.8 %
Return on sales (EBIT)	10.5 %	12.1 %	1.6 pp
Adjusted ¹⁾ return on sales (EBIT)	10.8 %	12.8 %	2.0 pp

pp = percentage points
¹⁾ Adjusted for one-time charges/gains and restructuring charges

Cosmetics/Toiletries

Leading market positions worldwide

Achieving profitable growth with appealing innovations under our strong brands, aligned to exacting customer demands

Expanding our strong market positions in Europe and North America and selectively increasing our presence in the growth regions

Key financials

in million euros	2008	2009	+/-
Sales	3,016	3,010	-0.2 %
Operating profit (EBIT)	376	387	3.1 %
Adjusted ¹⁾ operating profit (EBIT)	379	387	2.1 %
Return on sales (EBIT)	12.5 %	12.9 %	0.4 pp
Adjusted ¹⁾ return on sales (EBIT)	12.6 %	12.9 %	0.3 pp

pp = percentage points
¹⁾ Adjusted for one-time charges/gains and restructuring charges

Adhesive Technologies

Leading our markets worldwide

Achieving profitable growth through innovations under our strong brands, efficient processes and a firm focus on our customers

Developing new applications and growth potential in all regions of the world

Key financials

in million euros	2008	2009	+/-
Sales	6,700	6,224	-7.1 %
Operating profit (EBIT)	658	290	-55.9 %
Adjusted ¹⁾ operating profit (EBIT)	680	506	-25.6 %
Return on sales (EBIT)	9.8 %	4.7 %	-5.1 pp
Adjusted ¹⁾ return on sales (EBIT)	10.1 %	8.1 %	-2.0 pp

pp = percentage points
¹⁾ Adjusted for one-time charges/gains and restructuring charges

Major brands

Persil

Purex

Pril

Heavy-duty detergents; fabric softeners; laundry conditioning products; dishwashing products; all-purpose cleaners; scouring agents; floor and carpet care products; bath and WC cleaners; glass cleaners; kitchen cleaners; specialty cleaning products; air fresheners and insecticides for household applications

Major brands

 **Schwarzkopf**

 **Dial**

 **Fa**

Hair shampoos and conditioners; hair colorants; hair styling products; soaps; shower gels, body wash and bath products; deodorants; skin creams; skin care products; dental care and oral hygiene products; hair salon products

Major brands

LOCTITE

Teroson

Ceresit

Adhesive and sealant systems; surface treatment products for industrial applications in the automotive, packaging, aircraft, electronics, durable goods and metal sectors, and for maintenance, repair and overhaul applications; adhesives and sealants for craftsmen and consumers and for applications in the home, school and office

Major innovations Laundry & Home Care



Persil ActicPower is particularly economical, offering a high yield plus its full laundry power from just 15 degrees Celsius. Available in a small, handy bottle. And **Persil Hygiene Rinse** ensures enhanced laundry hygiene, particularly at low wash temperatures. www.persil.de



Somat 9 – nine functions for an even better dishwashing result with the addition of two new components: an odor neutralizer to combat unpleasant smells and an Extra-Dry function to ensure that water runs evenly and effectively from the washed items. Launched in Western Europe and in Central and Eastern Europe, **Somat Perfect Gel** is the first multi-functional gel to hit those machine dishwashing product markets. www.somat.de



Marketed in the USA, innovative **Purex Complete 3-in-1** laundry sheets combine the performance of a detergent with a fabric softener while also preventing the build-up of wash static in the drier. Plus: CO₂ emissions attributable to transportation are reduced by almost 70 percent and packaging materials by some 45 percent.

www.purex.com

Major innovations Cosmetics/Toiletries



Schwarzkopf Essential Color – our first 100 percent permanent hair colorant without ammonia and with nature-based ingredients such as lychee and white tea for a deeply lustrous color offering long-lasting gray coverage. www.essentialcolor.com



Syoss – professional hair care at an affordable price. Developed and tested in cooperation with stylists, the formulations offer salon-standard hair beauty on a daily basis and are available in retail stores. The Syoss launch was Europe's most successful in the hair care sector in 2009.

www.syoss.de



Dial Anti-Ox body wash with cranberries and anti-oxidant pearls – the most successful body wash launch in the USA. Gently cleans and protects the skin from harmful environmental influences. www.dialsoap.com

Major innovations Adhesive Technologies



Loctite 5188 flange sealant is particularly suitable for use in engines, gear units and pumps. It remains super-flexible yet adheres very well to metallic substrates even after long exposure to high temperatures and chemical attack. www.loctite.com



Technomelt Supra Cool 130 – a newly developed hotmelt adhesive for packaging that works at a significantly lower application temperature to reduce energy consumption. It also offers extremely high adhesive strength, outstanding flowability and a substantially wider range of application suitability. www.technomelt.com



Major advancement in semiconductor attachment technology – with **Ablestik Self-Filleting** it is now possible to mount miniature electronic components more quickly and reliably than ever before. All that is needed is a small drop of this adhesive and the capillary force automatically ensures that the substance is distributed right to the edge of the component joint – where it automatically stops.

www.henkel.com/ablestik