



## News Release

February 7, 2025

Henkel concludes announced Portfolio Optimization Measures

### Henkel to divest Retailer Brands business in North America

- **Strengthening focus on innovative branded consumer business**
- **Divestment of non-core business with limited future strategic fit**
- **Concluding announced portfolio optimization as part of Consumer Brands integration**

Düsseldorf – As part of its portfolio optimization in the Consumer Brands business, announced in February 2022, Henkel signed an agreement to sell its Retailer Brands business in North America to an affiliate of First Quality Enterprises, LLC headquartered in Great Neck, New York. The Retailer Brands business comprises products in the detergents, fabric finishers and dishwash categories serving several retail customers in North America with annual sales of around 500 million euros.

The Retailer Brands business has been identified as non-core activity within the Consumer Brands business unit as the potential to leverage synergies and the future strategic fit with the integrated Consumer Brands platform is limited. With this transaction, Henkel concludes the last major divestment of the portfolio optimization measures which had been announced as part of the merger of the formerly separated consumer businesses. This transaction represents an important milestone in Henkel's portfolio optimization process within the Consumer Brands business. Including this transaction, Henkel divested or discontinued brands and activities representing total sales of slightly more than 1 billion euros since the beginning of 2022.

"Shaping a winning portfolio is a key element of our strategic agenda for purposeful growth. Our active portfolio management, either through acquisitions or divestments, is an important driver in making our business successful in the future. Fostering a strong and more focused portfolio has been a key rationale for the creation of our combined Consumer Brands platform, and over the past two years, we have delivered tangible results which underpin this strategic

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rationale,” said Henkel CEO Carsten Knobel. “The divestment of our Retailer Brands business in North America marks the final step of our portfolio optimization measures which we announced in 2022. We are now focusing with a clear growth mindset on our branded business with technology-driven innovations offering more value for consumers.”

“As we are sharpening our portfolio in North America, the world’s largest laundry & home care market, we underpin our ambition in this attractive market with our branded consumer business. With a more focused Consumer Brands portfolio comprising leading and trusted brands such as all®, Snuggle®, Dial®, Schwarzkopf® and got2b®, we will further strengthen our ability via focus on our branded portfolio to serve North American retail partners and consumers, drive a focused innovation pipeline and fuel profitable growth through our iconic national brands in this important region,” said Wolfgang König, Executive Vice President Consumer Brands at Henkel.

The transaction is subject to customary closing conditions, including regulatory approvals. The companies agreed not to disclose financial details of the transaction with the signing.

#### **About Henkel**

With its brands, innovations and technologies, Henkel holds leading market positions worldwide in the industrial and consumer businesses. The business unit Adhesive Technologies is the global leader in the market for adhesives, sealants and functional coatings. With Consumer Brands, the company holds leading positions especially in laundry & home care and hair in many markets and categories around the world. The company's three strongest brands are Loctite, Persil and Schwarzkopf. In fiscal 2023, Henkel reported sales of more than 21.5 billion euros and adjusted operating profit of around 2.6 billion euros. Henkel's preferred shares are listed in the German stock index DAX. Sustainability has a long tradition at Henkel, and the company has a clear sustainability strategy with specific targets. Henkel was founded in 1876 and today employs a diverse team of about 48,000 people worldwide – united by a strong corporate culture, shared values and a common purpose: “Pioneers at heart for the good of generations.” More information at [www.henkel.com](http://www.henkel.com)

This document contains statements referring to future business development, financial performance and other events or developments of future relevance for Henkel that may constitute forward-looking statements. 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 based on current estimates and assumptions made by the corporate management of Henkel AG & Co. KGaA. These 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 (both positively and negatively) 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 forward-looking statements.

This document includes supplemental financial indicators that are not clearly defined in the applicable financial reporting framework and that are or may be alternative performance measures. These supplemental financial indicators should not be viewed in isolation or as alternatives to measures of Henkel's net assets and financial position or results of operations as presented in accordance with the applicable financial reporting framework in its Consolidated Financial Statements. Other companies that report or describe similarly titled alternative performance measures may calculate them differently.

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