



News Release

April 2, 2025

Henkel concludes announced portfolio optimization measures

Henkel closes divestment of Retailer Brands business in North America earlier than expected

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

Düsseldorf – Henkel has successfully completed the divestment of the Retailer Brands business in North America earlier than expected. The agreement to sell the business to an affiliate of First Quality Enterprises, LLC headquartered in Great Neck, New York, was signed in February 2025 and the transaction was closed as of April 1, 2025.

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.

“With the sale of the Retailer Brands business we have successfully finalized the portfolio optimization process within the Consumer Brands business which we had announced in early 2022. We are very pleased that we could close the deal earlier than expected and can now fully focus on growing our branded business, offering more value for consumers with technology-driven innovations,” says Henkel CEO Carsten Knobel.

The Retailer Brands business had 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 was limited. Including this transaction, Henkel has divested or discontinued brands and activities representing total sales of slightly more than 1 billion euros since the beginning of 2022.

The companies agreed not to disclose financial details of the transaction with the closing.

LOCTITE

TECHNOMELT

BONDERITE

Persil



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 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 2024, Henkel reported sales of more than 21.6 billion euros and adjusted operating profit of around 3.1 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 47,000 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

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