

# Henkel Acquires Spotless Group

Düsseldorf  
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## Acquisition of Spotless Group further strengthens Henkel's Laundry & Home Care business

Sales

~280 m €

Transaction value

940 m €

EBITDA Multiple

12.1x

Scope

100% of capital

Financing

100% cash

# Spotless Group, a highly profitable European laundry & home care company

## Categories / Main Brands



- ~ 50% Laundry Aids
- ~ 25% Insect Control
- ~ 25% Household Care

## Regional Presence



- Focus on Western Europe
- Key countries: France, Italy, Spain, Benelux, UK

## Market Positions

# 1  
# 2

in Laundry Aids, Laundry Sheets & Insect Control

- Leading positions in key countries

Highly attractive portfolio with technology edge and strong brand equities



## Laundry Aids: leading brands in attractive segments completing the Henkel portfolio

### Laundry Sheets



### Stain Remover



### Fabric Dyes



- Cross-category brands, strong technology edge
- Intelligent branding: international concept, local brand names

## Insect Control & Household Care: leading brands strengthening our existing business

### Insect Control



### Household Care



- Strong technology edge across all relevant insect control segments
- Winning local household care brands

## Strategic rationale: highly profitable, complementary portfolio with growth potential

- Leverage leadership in Western Europe while closing white spots
  - Laundry Aids: attractive segment completing our portfolio
  - Insect Control: entry in Western Europe with leading positions
  - Footprint in UK
- Leading brands with category captain positions
- High brand awareness & strong innovation pipeline
- Margin accretive business in attractive market segments
- Defensive and offensive synergy potential



## Henkel integration track record, key enabler of synergy potential

### Defensive synergies

- Leverage Henkel's strong organization in Western Europe

### Offensive synergies

- International roll-out



 Important acquisition adding to Henkel's strong and efficient Laundry & Home Care platform

## Acquisition of Spotless contributes to Henkel's 2016 financial targets



\* incl. continuous portfolio optimization (without major acquisitions & divestments); EPS: adjusted per preferred share