



News Release

June 10, 2021

Further progress in active portfolio management

Henkel completes sale of Right Guard and Dry Idea brands

Düsseldorf – Henkel has closed the sale of two brands, Right Guard and Dry Idea, to Thriving Brands LLC, effective June 1, 2021. Both brands are mainly focused on the North American and UK markets. The transaction is another milestone in the company’s ambition to actively shape its portfolio, an important pillar of its Purposeful Growth agenda. Last year, Henkel announced that the company has identified brands and categories with a total sales volume of more than one billion euros, predominantly in its consumer businesses, of which around 50 percent are marked to be divested or discontinued by 2021.

The two brands that have now been sold were identified as non-core activities within the Henkel Beauty Care portfolio. Right Guard is a men’s grooming brand, offering anti-perspirants and shower gels and is mainly focused on the US and UK markets. Dry Idea is a North American women’s anti-perspirant brand. The transaction includes trademark rights and access to product formulations.

“Shaping a winning portfolio is a key element of our strategic agenda for purposeful growth. Our active portfolio management is an important driver in making our business successful for the future to win the 20s. This includes high-impact acquisitions, which are an integral part of our strategy, as well as divestments and discontinuations. The divestment will allow us to focus on and better support our core brands and categories within our Beauty Care business unit,” said Henkel CEO Carsten Knobel.



About Henkel

Henkel operates globally with a well-balanced and diversified portfolio. The company holds leading positions with its three business units in both industrial and consumer businesses thanks to strong brands, innovations and technologies. Henkel Adhesive Technologies is the global leader in the adhesives market – across all industry segments worldwide. In its Laundry & Home Care and Beauty Care businesses, Henkel holds leading positions in many markets and categories around the world. Founded in 1876, Henkel looks back on more than 140 years of success. In 2020, Henkel reported sales of more than 19 billion euros and adjusted operating profit of about 2.6 billion euros. Henkel employs about 53,000 people globally – a passionate and highly diverse team, united by a strong company culture, a common purpose to create sustainable value, and shared values. As a recognized leader in sustainability, Henkel holds top positions in many international indices and rankings. Henkel's preferred shares are listed in the German stock index DAX. For more information, please visit www.henkel.com.

This information contains forward-looking statements which are based on current estimates and assumptions made by the corporate management of Henkel AG & Co. KGaA. 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 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 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 any forward-looking statements.

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