

Success Factor Sustainability



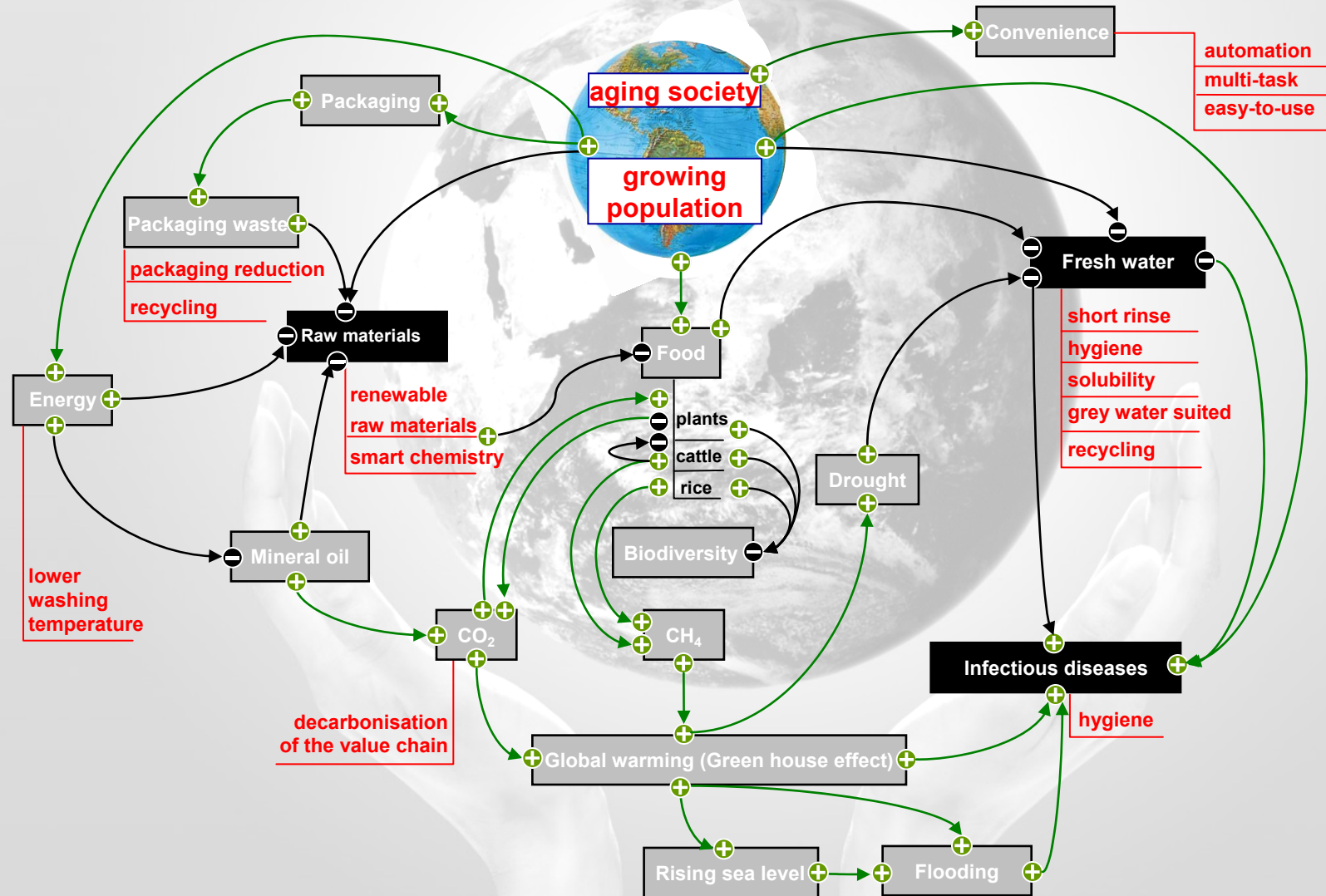
C-A Weinberger

**Corporate Senior Vice President
Global Chief Marketing Officer, Chief Sustainability Officer
Laundry & Home Care**

December, 12, 2009

Wechselwirkungen im Umfeld der Nachhaltigkeit

Henkel



Our Values

Henkel

A Brand Like a Friend



- We are customer driven



- We develop superior brands and technologies



- We aspire to excellence in quality



- **We strive for innovation**



- We embrace change



- We are successful because of our people



- We are committed to shareholder value



- **We are dedicated to sustainability and corporate social responsibility**



- We communicate openly and actively



- We preserve the tradition of an open family company

Sustainability – a total company focus



• Corporate Vision

• Focal Areas

• Corporate Values



Sustainability: Henkel DNA

Leading through Long-Term Commitment



1972, Konrad Henkel:

„I believe the times are over when an entrepreneur could solely concentrate on maximizing profits and on the well-being of the company.“



2000, Ulrich Lehner:

„Sustainability is part of Henkel's DNA“

„The HOW is what counts“



1991, Helmut Sihler:

„Business Charter for Sustainable Development“

„founding member of the WBCSD“

„First Henkel environmental report“



2008, Kasper Rorsted:

„Success factor Sustainability“

„Sustainability is innovation driver of the future“



1995, Hans-Dietrich Winkhaus:

„competitive advantage through Eco leadership“

Exploiting that we are in the lead ...



Performance based on Sustainability



For more than 130 years, our brands have combined top quality with respect for people and the environment. Our branded products offer both high performance and ecological compatibility. We manufacture them using as little water and energy as possible, under good working conditions, for resource-conserving use in the home. This is what we stand for – worldwide, today and tomorrow.

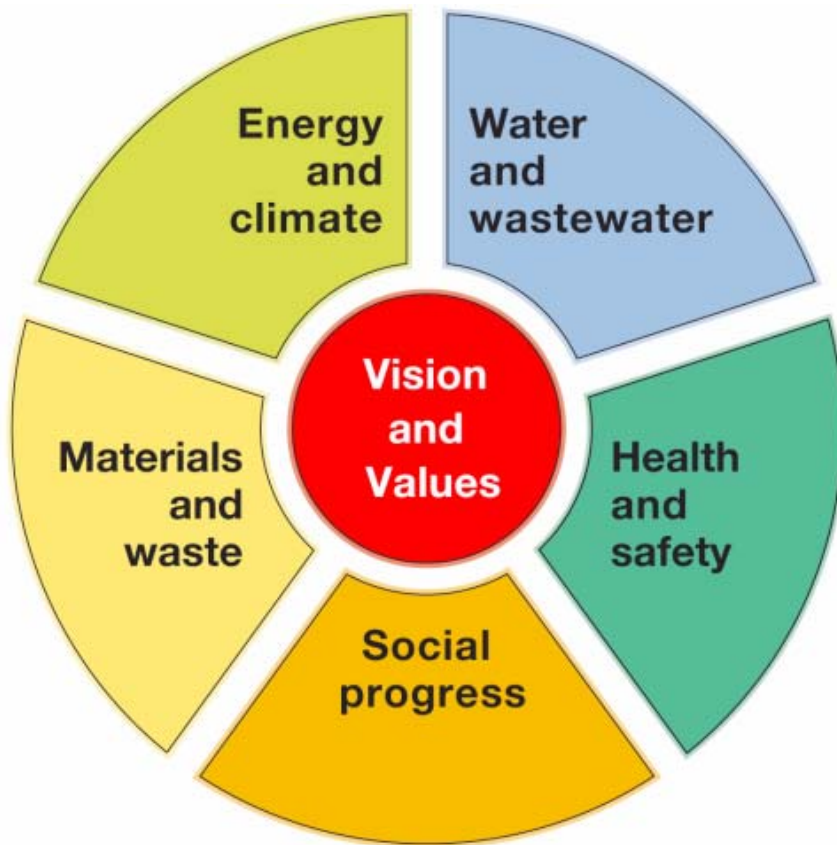
Performance based on Sustainability Leading through Worldwide Implementation



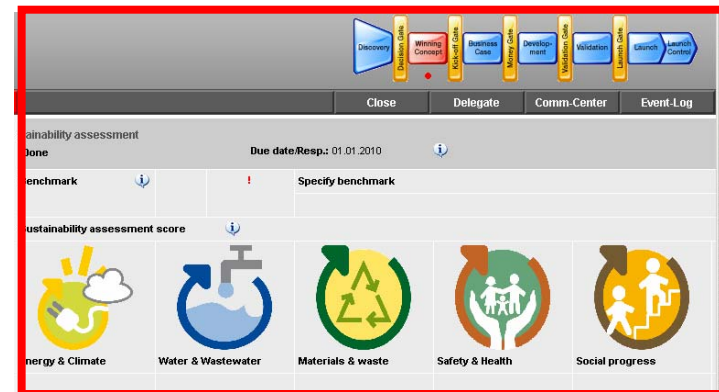
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Company Objectives: Product Contributions



Each new product contributes to sustainable development in at least one of these focal areas.



→ Sustainability-profile in Henkel Innogate

Performance based on Sustainability

Leading through Strategic Focus



- New quality standard
- Key innovation driver for the future
- Superior technology defines achievement vs. avoidance currency
- Sets agenda for energy, water, education

→ Innovative sustainable consumption

Sustainability @ U-W: The Life Cycle Concept



Raw Materials:
Mineral Oil,
Naturals, Minerals



Transportation



Manufacturing of Ingredients



Manufacturing of Detergents
+ Packaging



Transportation + Trade

Cradle to Gate
includes 4 stages

Cradle to Grave
includes 7 stages

Disposal



Use phase

Performance based on Sustainability

Leading through New Quality Standard

Combines maximum performance with a responsible attitude vs. the environment



CERTIFICATE

RSPO

CERTIFICATE N°: CUC899278SP0-L-2008

Issued to
United Plantations Berhad
Jendrata Estate, 36009 Teluk Intan, Perak Darul
Ridzuan, Malaysia
(www.unitedplantations.com)

Control Union Certifications (CUC) declares to have inspected the processing unit(s) and supply chain(s) of the above-mentioned company, and have found them to be in accordance with the standards mentioned below. This certificate covers the processing unit(s) and supply chain(s) as mentioned in the institutional annex of this certificate.

Standards

The 2008 Malaysian National Interpretation of the Roundtable on Sustainable Palm Oil (RSPO) Principles and Criteria for Sustainable Palm Oil Production, and the accompanying indicators and guidelines.

This certificate is in force until further notice, provided that the above-mentioned company continues meeting the conditions as laid down in the license contract with CUC. Based on the annual inspection that CUC performs, this certificate is updated and kept in force.

Valid until 26-05-2013

Date of certification:

23.05.2009

Place and date of issue:

Zürich, 23.05.2009

Authorized by:

G. Kämpfer

Control

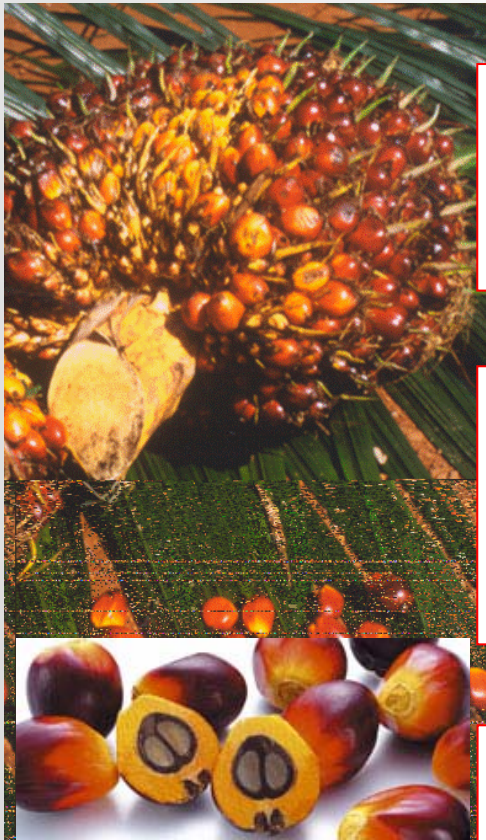
on behalf of the

Managing Director



- On average 75 % of all ingredients are based on renewable raw materials (compared with 35% for all Henkel and 10% as an industry average)

→ Henkel first using Certificates for Sustainable Palm Kernel Oil ...



**Henkel was the first company
ww buying certificates for
Sustainable Palm Kernel Oil
within the RSPO scheme**

**United Plantations, the
Henkel supplier, is the first
plantation ww getting
endorsement from RSPO for
their sustainability audit**

**W bought certificates
covering the Terra production
by the end 2009**

CERTIFICATE

Field of attention:

RSPO

CERTIFICATE N°: CUC809027RSPO-1.2008

Issued to

United Plantations Berhad
Jendarata Estate, 36009 Teluk Intan, Perak Darul
Ridzuan, Malaysia
(www.unitedplantations.com)

Control Union Certifications (CU) declares to have inspected the processing unit(s)/mills and supply base(s) of the above-mentioned licensee, and have found them in accordance with the standards mentioned below. This certificate covers the processing unit(s)/mills and supply base(s) as mentioned in the authenticated annex of this certificate.

Standards

The 2008 Malaysian National Interpretation of the Roundtable on Sustainable Palm Oil (RSPO) Principles and Criteria for Sustainable Palm Oil Production, and the accompanying indicators and guidance.

This certificate is in force until further notice, provided that the above-mentioned licensee continues meeting the conditions as laid down in the licensee contract with CU. Based on the annual inspections that CU performs, this certificate is updated and kept in force.

Valid until 20-08-2013

Date of certification:
21-08-2008
Place and date of issue:
Zwolle, 21-08-2008

Declared by:
G Stegeman
Certifier
On behalf of the
Managing Director

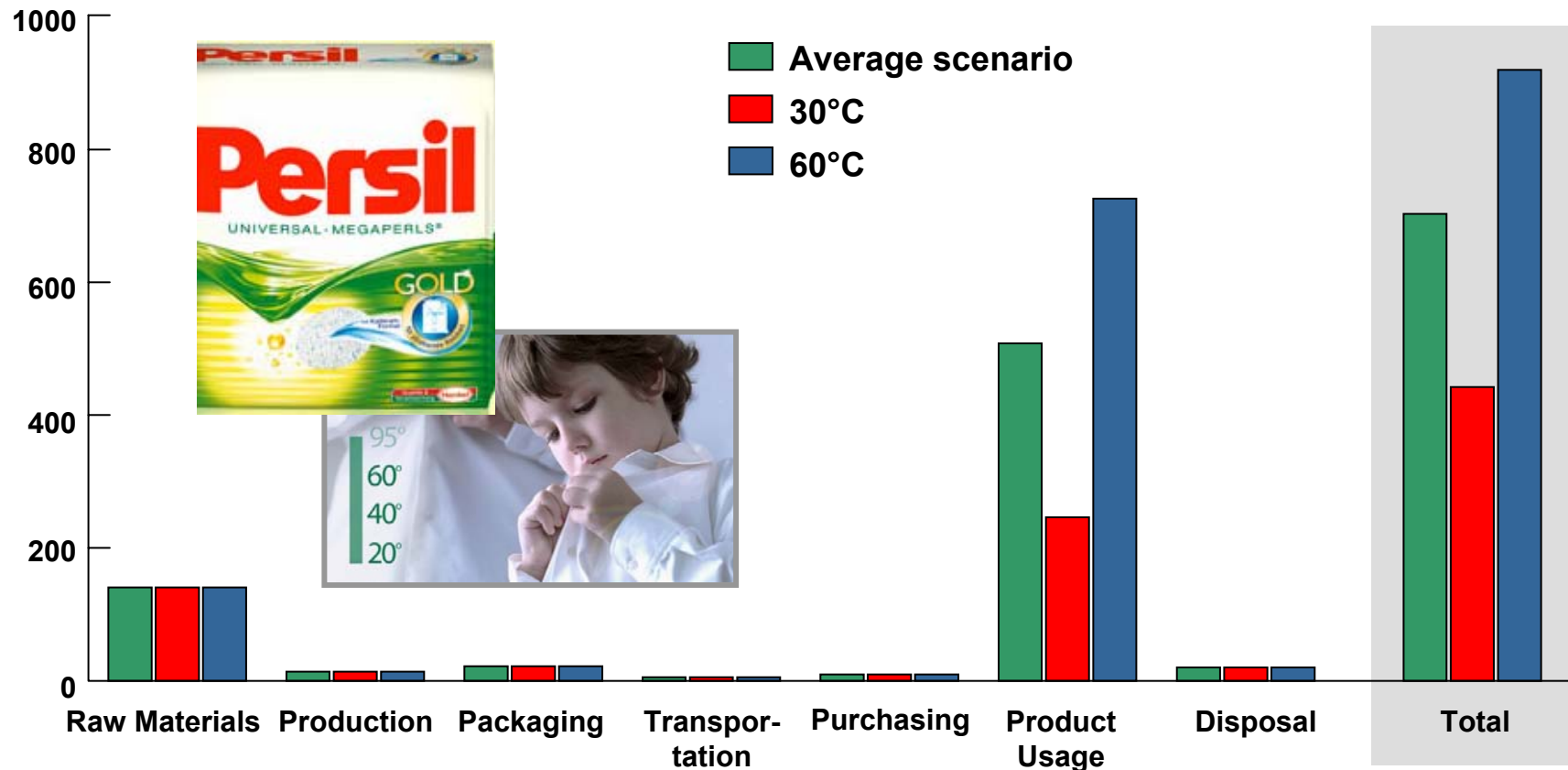


Performance based on Sustainability

Leading through Focus on Total Value Chain and Consumer Information



A Brand Like a Friend



→ First to join the PCF pilot project megaperls and TVC communication

Performance based on Sustainability

Leading through New Quality Standard

Henkel

A Brand like a friend



“Best cleaning properties”



“Outstanding ecological properties”



Average score “1.7”

Cleaning test result “GOOD”

Chosen contents “GOOD”

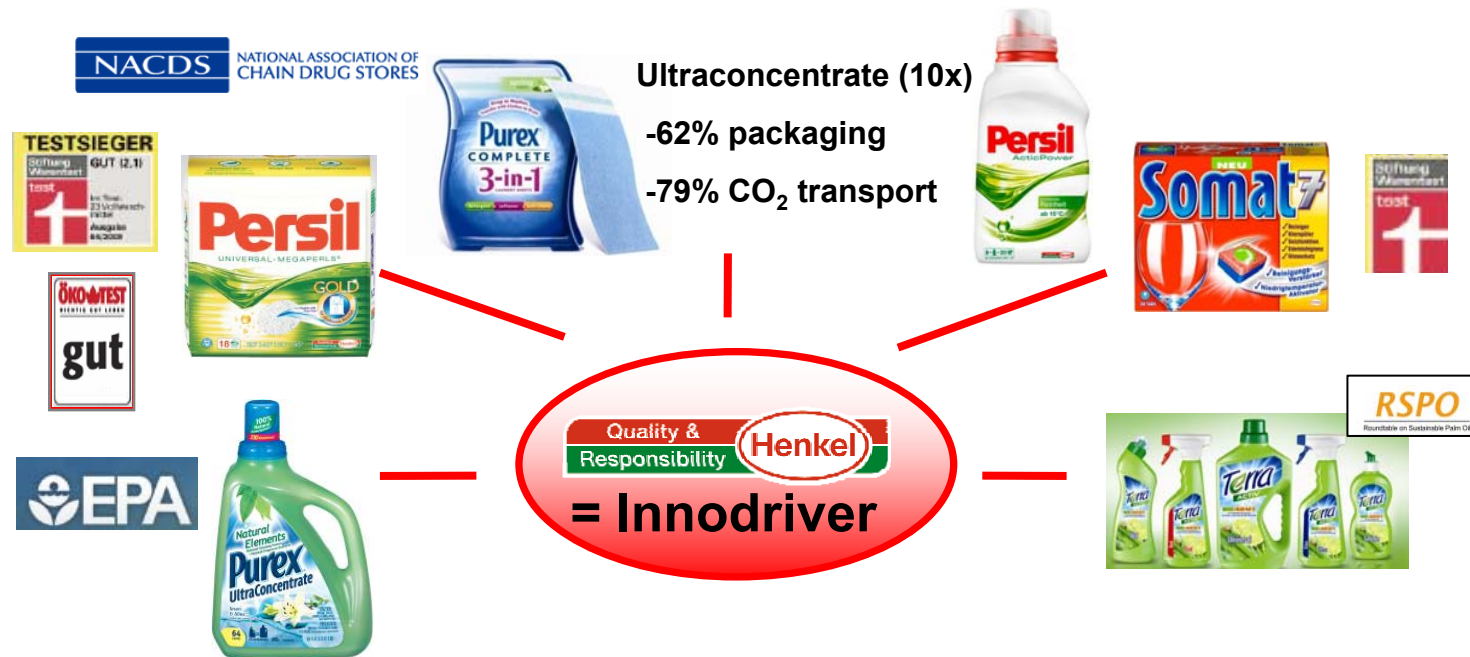
➔ **Double test winner in Germany in 2009**

Performance based on Sustainability

Leading through Innovation Driver for the Future

Henkel

A Brand Like a Friend



2009 WORLD'S MOST
ETHICAL
COMPANIES
WWW.ETHISPHERE.COM



Dow Jones
Sustainability Indexes
Member 2008/09

➔ **Innovative sustainable consumption**

QR Code – a variable technical platform



branded content

(part of brand communication mix)

→ digital media involvement

→ interactive added consumer value

ingredients, biodegradability

sustainability profile (focal area)

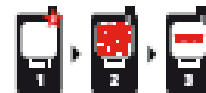
CO2 / energy calculator / LCA

what Henkel as sender stands for

information & engagement



Get more information via QR-Code!



1 Take a photo of the QR-Code with your mobile.
2 Your mobile's reader software translates the code and connects directly to the web page.

at POS and in-home

Interface to POS-activities / CRM

→ link to retailer cooperation

Henkel

A Brand Like a Friend



Qualità & Responsabilità Henkel

Qualité & Responsabilité Henkel

Qualidade & Responsabilidade Henkel

الجودة و المسؤولية Henkel

Kvalitet & Ansvar Henkel

Kvalitet & Verantwoordelijkheid Henkel

Quality & Responsibility Henkel

Ποιότητα & Υπευθυνότητα Henkel

Laatu & Vastuu Henkel

Kvalitet & Ansvar Henkel

Qualität & Verantwortung Henkel

德國 漢高 品質責任 Henkel

Calidad & Responsabilidad Henkel



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www

