

PDMA Competitive Edge Conference Henkel Adhesive Technologies The Journey Towards Innovation Excellence

Chicago November 13, 2017



Henkel

Who we are

Global leading positions in consumer and industrial businesses

Adhesive Technologies



LOCTITE
TECHNO MELT
BONDERITE

Beauty Care




Schwarzkopf
syoss 

Laundry & Home Care



Persil 
Purex

| Adhesive Technologies

Five Business Areas

Packaging and
Consumer Goods

Transport and Metal

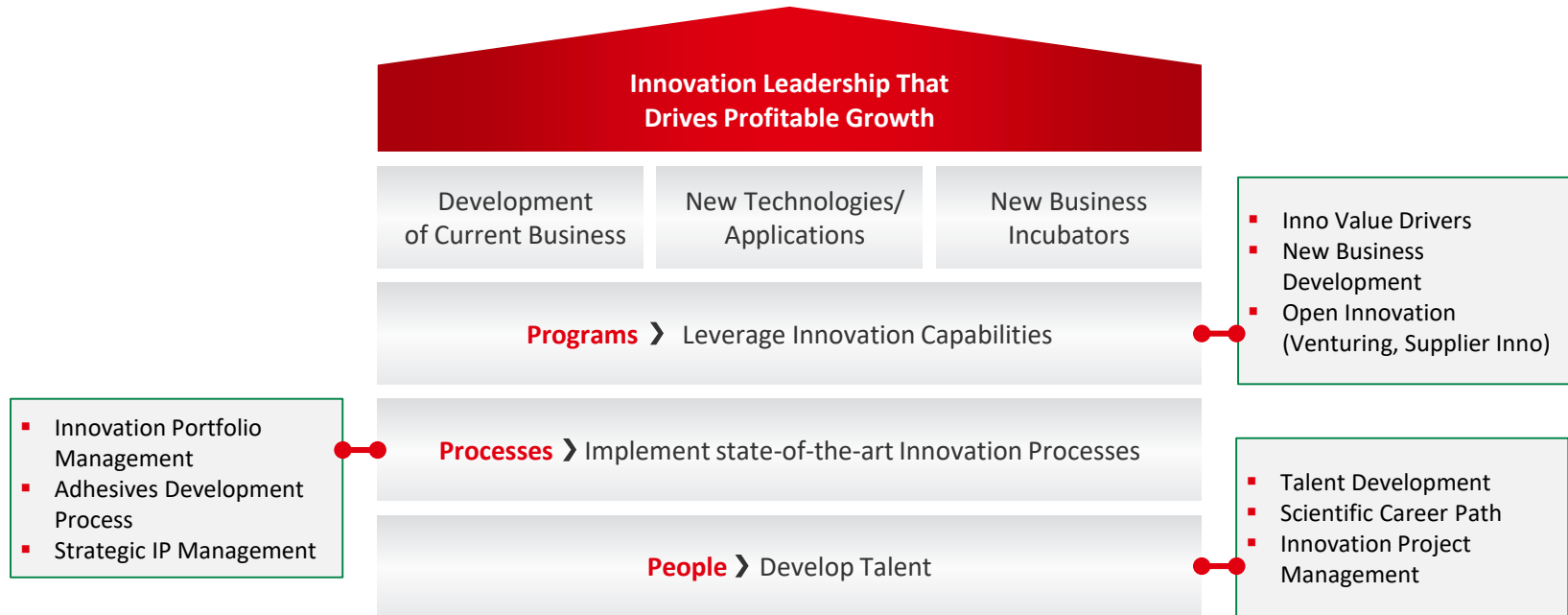
General Industry

Electronics

Consumer, Craftsmen
and Building



Henkel Adhesive Technologies Innovation Strategy @ a Glance



> **Strategy 2013-2016 and derived initiatives successfully implemented**

| Adhesive Technologies

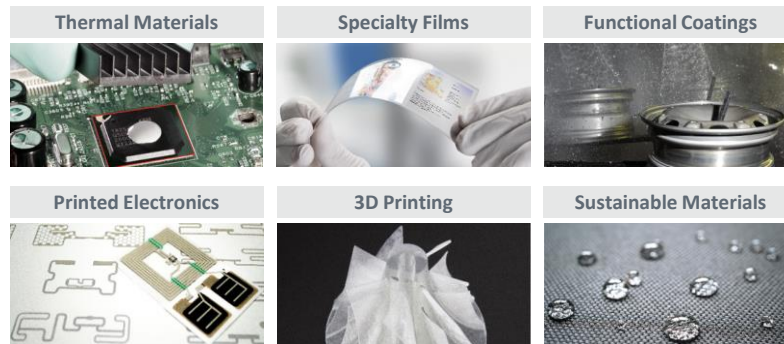
Groundbreaking Innovations

Customized Innovations



- Solutions that improve our customers products and processes
- Broad portfolio based on 40 technologies
- Tailor-made products and leading brands as essential part of countless industrial and consumer products

Strategic Innovations

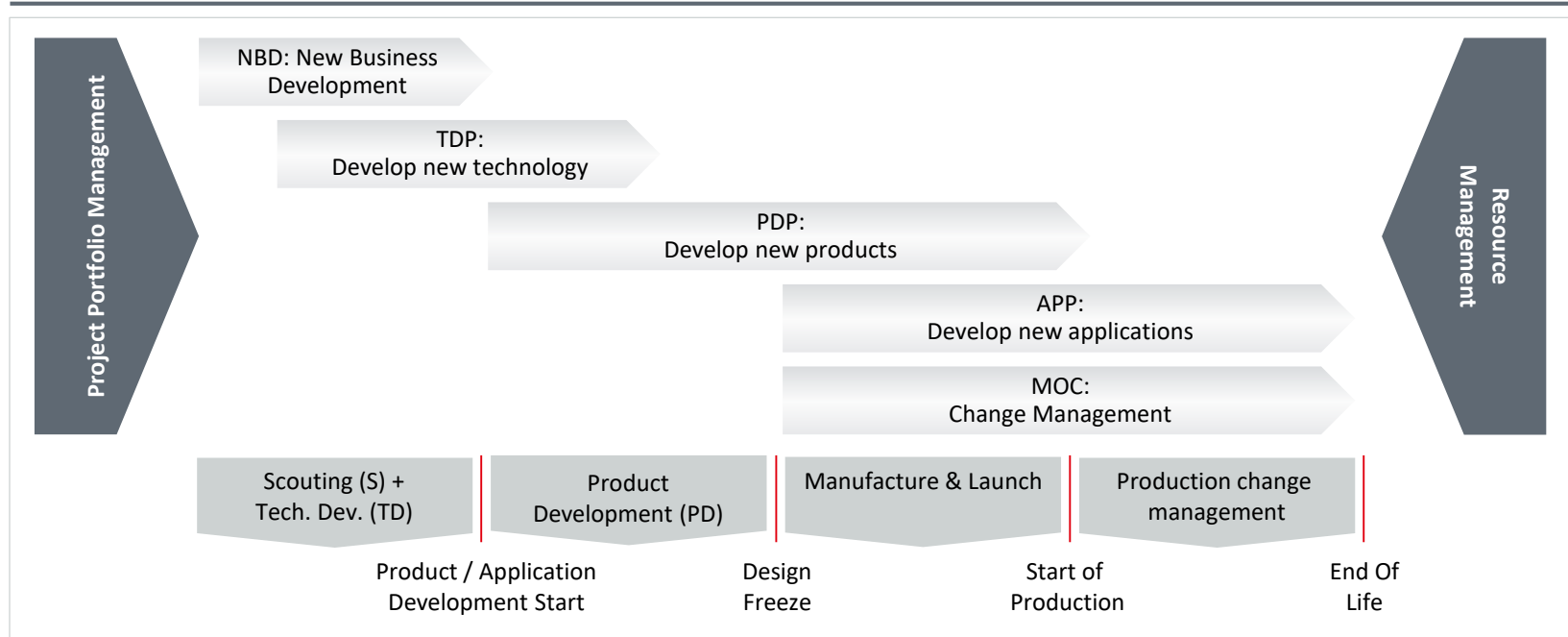


- Strategic research and business development programs with mid-term impact
- Focus on megatrend-driven large or developing adjacent markets such as 3D Printing and Printed Electronics

| Adhesives Development Process

Multiple approaches toward innovation

Common tool supporting a common process and language (ISO)



| Innovation Highlights 2017

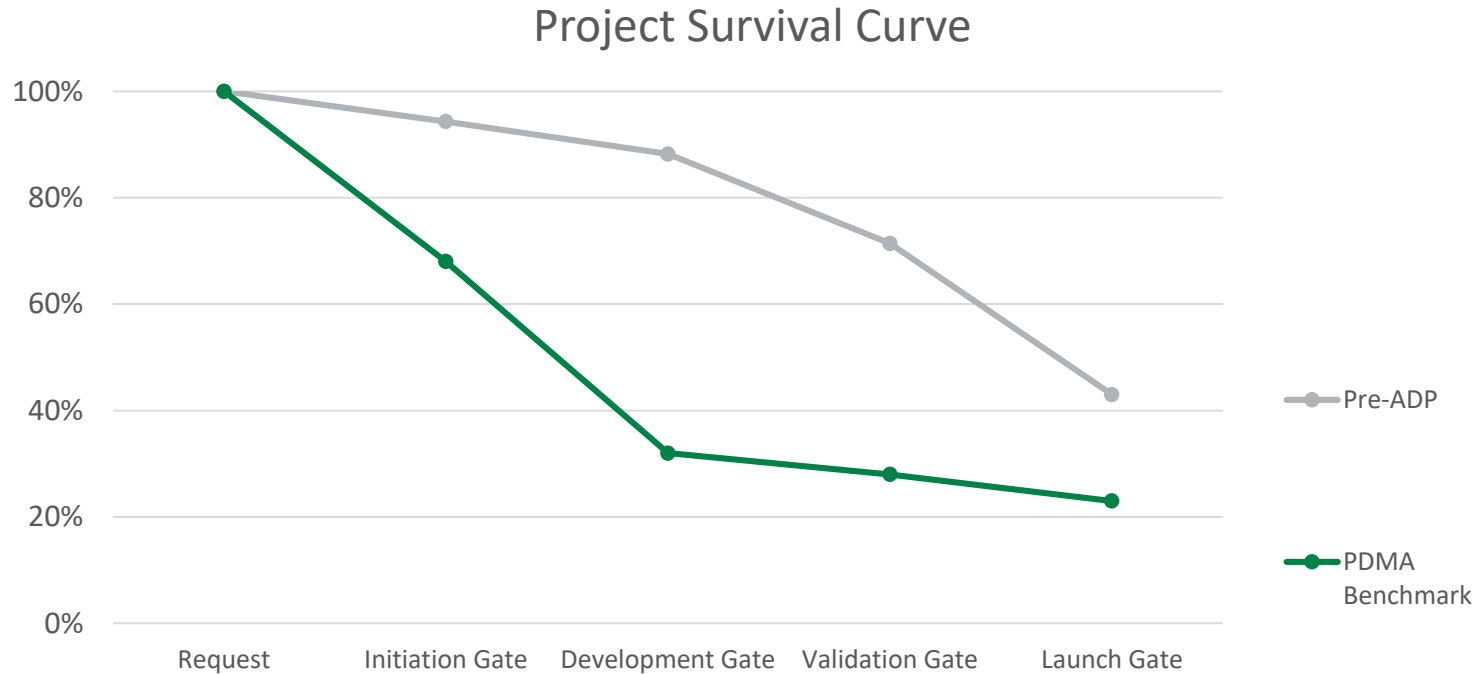
Loctite Hybrid Adhesives

LOCTITE® Hybrid General Purpose Structural Adhesives are a combination of an instant adhesive (cyanoacrylate) and structural adhesive (epoxy). This CA epoxy is Henkel's instant adhesive suitable for structural applications.



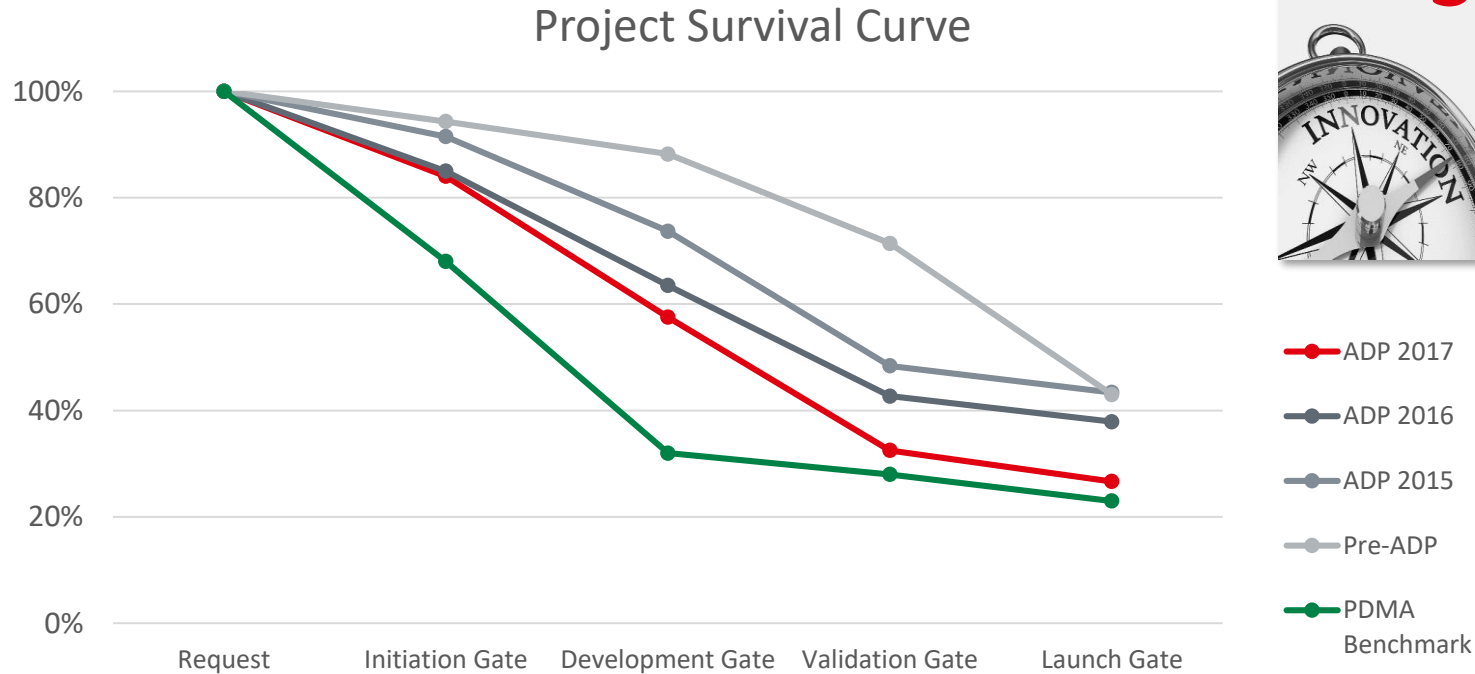
| Key Results

Project Survival Curve, YTD Q2 2017



Key Results

Project Survival Curve, YTD Q2 2017



Innovation rate

30%

- ADP 2017
- ADP 2016
- ADP 2015
- Pre-ADP
- PDMA Benchmark



| The Key Takeaways

Align Process & Strategy

- Robust process – Ensure cross-SBU, cross functional alignment
- Common vision for Innovation yet individualized implementation

Professional Project Managers

- Software ≠ Project Management
- Dedicated Innovation Learning Campus

Communicate, Communicate, Communicate

- Keep the communication channels open with your key stakeholders
- Tell your customers too!

Organizational Change takes Time

- Change takes time, this is the first step in the journey
- Need for continuous improvement

› Congratulations to all the finalists!

