## Henkel Optimistically Revises 2024 Financial Outlook Following Strong Early Performance

Henkel AG & Co. KGaA has recently updated its financial outlook for 2024, reflecting a promising start to the year and optimistic expectations for the upcoming months. This adjustment comes as a result of robust business activities and strategic initiatives that have started to bear fruit.

The revised forecasts highlight an increase in organic sales growth, now expected to range from 2.5% to 4.5%, compared to the earlier projection of 2.0% to 4.0%. Specifically, the Consumer Brands sector has shown significant dynamism, with its growth forecast adjusted from 2.0% to 4.0% to now 3.0% to 5.0%, fueled by successful strategic measures and innovation.

In terms of profitability, Henkel anticipates an enhanced adjusted return on sales, now expected to be between 13.0% and 14.0%, up from the previous 12.0% to 13.5%. This uplift is particularly notable in the Adhesive Technologies segment, where the return on sales is forecasted to reach between 16.0% and 17.0%, an improvement over the prior estimate of 15.0% to 16.5%. The Consumer Brands segment also sees an upward adjustment in its return projections from 11.0% to 12.5% to now 12.0% to 13.0%.

Furthermore, the adjusted earnings per preferred share (EPS) are now anticipated to grow by 15.0% to 25.0% at constant exchange rates, a significant increase from the previously forecasted range of 5.0% to 20.0%.

Carsten Knobel, CEO of Henkel, emphasized that the positive adjustments are a clear indicator of the effectiveness of the ongoing growth strategies across their business units. The Consumer Brands division, in particular, has benefited from the strong performance in the Hair business and continued emphasis on core brands and innovations. Marketing investments remain high, aimed at further stimulating growth.

The integration of recent acquisitions, including Seal for Life Industries and Vidal Sassoon in China, has also surpassed expectations, contributing earlier than anticipated to sales and earnings improvements.