



Media Release

Henkel implements Promax TPM & Volume Planning solution

Kaiserslautern, Germany – June 29th, 2010 - Promax Applications Group (www.promaxtpo.com), a world-leading specialist in trade promotions planning, management and optimization solutions, today announced that it has commenced the implementation of Promax PX at Henkel Corporation in Germany and The Dial Corporation, a company of Henkel in North America.

Driven by an intensive review of sales processes, Henkel's goal was to establish a Business Process Blueprint covering Trade Promotion Management (TPM) and Volume Planning on a European level but also aligning this to their requirements in the North American market. The key drivers in selecting the Promax solution were improvements in promotion ROI/margin, promotion forecast efficiency, international customer management, demand forecast accuracy and to achieve a common TPM solution globally.

The first stage deployment will cover detergent products in Germany, and both detergent and cosmetics products in North America (U.S. and Canada). After successful completion of these initial implementations, stage two will then move onto other European markets.

Dr. Heinz Müller, Corporate Vice President International Sales Detergents, Henkel commented *"The Promax PX solution was chosen on the basis of its meeting our process fit criteria, its ability to manage our key sales processes such as account target setting, account planning, account plan execution and financial execution. This highly intelligent tool will streamline our business processes and provide instant visibility to all key stakeholders"*.

"From a Customer Solutions perspective, The Dial Corporation was driven by a need for a new solution that was deliverable within the targeted timeframe and required minimal customization. The Promax PX solution has a superb process fit with One Company Annual Planning (OCAP) and has a familiar, highly graphical user interface, ensuring rapid user-acceptance and deployment, said Ms. Tracy VanBibber – Senior Vice President, Customer Solutions Team, The Dial Corporation.

"Promax has a proven track record of speed to value proposition. The product is extremely stable and is predominantly "out of the box" versus the typical toolkit systems requiring extensive and lengthy customizations. One of the biggest challenges for a company the size of Henkel with over 50,000 employees, is facilitating compliance of new initiatives such as this TPM solution" commented Mr. Jürgen Katzemich, Head of Process Consulting Order to Cash / Customer Relationship Management - Henkel IT.

Don Nicol CEO of Promax said *"Promax is proud to partner with Henkel, a distinguished global company with over 130 years experience in building and marketing some of the world's best known brands. I am very excited about this opportunity and in welcoming Henkel to our impressive stable of international clients. The Promax team in both Europe and North America is highly experienced in TPM/TPO and Volume Planning processes for CPG companies. This combined with our passion to continue to be the thought leader in the industry and work closely with our valued clients, will cultivate a strategic partnership with mutual benefits for both companies"*.

About Promax



Promax Applications Group (PAG) is a world-leading specialist in trade promotion planning, management, and optimization solutions. With headquarter operations based in Australia and offices now in Central Europe, United Kingdom and North America, PAG boasts an impressive stable of global consumer goods companies such as Kraft, L'Oreal, Heinz, Johnson & Johnson, Beiersdorf, Henkel and many others. Our solutions are the result of more than twenty years experience working in close collaboration with leading consumer goods manufacturers, retailers and distributors.

The Promax solution, including Promax® PX and Promax® AnalytX, has been designed to allow a seamless, automated process to Track, Predict and Optimize promotions and trade spend. It incorporates the most sophisticated tools to maximize a client's return on trade spend investment, and deliver optimal outcomes for retail partners.

More details about the company can be found at www.promaxtpo.com

About Henkel



Henkel has been committed to making people's lives easier, better and more beautiful for more than 130 years. A Fortune Global 500 company, Henkel offers strong brands and technologies in three areas of competence: Home Care, Personal Care and Adhesive Technologies. Each day, about 50,000 employees worldwide are dedicated to fulfilling Henkel's claim "A Brand like a Friend." In fiscal 2009, Henkel generated sales of \$18.86 billion and adjusted operating profit of \$1.84 billion.

More details about the company can be found at www.henkel.com

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