

# Forward-Looking Statements

This presentation contains forward-looking statements within the meaning of Section 27A of the Securities Act of 1933, as amended, and Section 21E of the Securities Exchange Act of 1934, as amended. Valvoline<sup>™</sup> has identified some of these forward-looking statements with words such as "anticipates," "believes," "expects," "estimates," "is likely," "predicts," "projects," "forecasts," "may," "will," "should" and "intends" and the negative of these words or other comparable terminology. In addition, Valvoline<sup>™</sup> may from time to time make forward-looking statements in its annual report, quarterly reports and other filings with the Securities and Exchange Commission (SEC), news releases and other written and oral communications.

These forward-looking statements are based on Valvoline's current expectations and assumptions regarding, as of the date such statements are made, Valvoline's future operating performance and financial condition, including Valvoline's separation from Ashland (the "separation"), the expected timetable for Ashland's spin-off of its remaining Valvoline common stock to Ashland shareholders (the "spin-off") and Valvoline's future financial and operating performance, strategic and competitive advantages, leadership and future opportunities, as well as the economy and other future events or circumstances. Valvoline's expectations and assumptions include, without limitation, internal forecasts and analyses of current and future market conditions and trends, management plans and strategies, operating efficiencies and economic conditions (such as prices, supply and demand, cost of raw materials, and the ability to recover raw-material cost increases through price increases), and risks and uncertainties associated with the following: demand for Valvoline's products and services; sales growth in emerging markets; the prices and margins of Valvoline's products and services; the strength of Valvoline's reputation and brand; Valvoline's ability to develop and successfully market new products and implement its digital platforms; Valvoline's ability to retain its largest customers; potential product liability claims; achievement of the expected benefits of the separation; Valvoline's substantial indebtedness (including the possibility that such indebtedness and related restrictive covenants may adversely affect Valvoline's future cash flows, results of operations, financial condition and Valvoline's ability to repay debt) and other liabilities; operating as a standalone public company; Valvoline's ongoing relationship with Ashland; failure, caused by Valvoline, of Ashland's spin-off of Valvoline common stock to Ashland shareholders to qualify for tax-free treatment, which may result in significant tax liabilities to Ashland for

You should not rely upon forward-looking statements as predictions of future events. Although Valvoline believes that the expectations reflected in these forward-looking statements are reasonable, Valvoline cannot guarantee future results, level of activity, performance or achievements. In addition, neither Valvoline nor any other person assumes responsibility for the accuracy and completeness of any of these forward-looking statements. In light of the significant uncertainties in these forward-looking statements, you should not regard these statements as a representation or warranty by Valvoline or any other person that Valvoline will achieve its objectives and plans in any specified time frame, or at all. These forward-looking statements speak only as of the date of this presentation. Except as required by law, Valvoline assumes no obligation to update or revise these forward-looking statements for any reason, even if new information becomes available in the future.

Please see the Risk Factors Section of Valvoline's Registration Statement on Form S-1 filed with the SEC, which is available on Valvoline's website at <a href="http://investors.valvoline.com">http://investors.valvoline.com</a> or on the SEC's website at <a href="http://www.sec.gov">http://www.sec.gov</a> for a more complete discussion of the risks and uncertainties mentioned above and for discussion of other risks and uncertainties. All forward-looking statements attributable to Valvoline are expressly qualified in their entirety by these cautionary statements as well as others made in this presentation and hereafter in Valvoline's other SEC filings and public communications. You should evaluate all forward-looking statements made by Valvoline in the context of these risks and uncertainties.

#### **Regulation G: Adjusted Results**

The information presented herein regarding certain unaudited adjusted results does not conform to generally accepted accounting principles in the United States (U.S. GAAP) and should not be construed as an alternative to the reported results determined in accordance with U.S. GAAP. Valvoline has included this non-GAAP information to assist in understanding the operating performance of the company and its reportable segments. The non-GAAP information provided may not be consistent with the methodologies used by other companies. All non-GAAP information related to the previous Valvoline filing with the SEC has been reconciled with reported U.S. GAAP results.





Who We Are and How We Win



We are building the world's leading engine and automotive maintenance business by bringing Hands on Expertise for the benefit of customers every day.



# Leading Engine and Auto Maintenance Brand



Top 3

Premium Motor Oil Brand (1)

3

Winning Segments

~5,000

**Employees** 

~\$2.0Bn

In Corporate Sales

**Over 140** 

Countries With Valvoline Sales

23.7%

Adj. EBITDA Margin

**Best-in-class** 

Retail Model

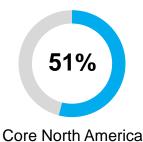
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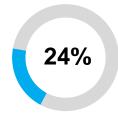
Consecutive Years of Retail SSS Growth (2)

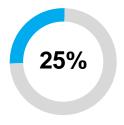
1,068

Valvoline Instant Oil Change Units

#### 2016 Sales Contribution







**Quick Lubes** 

International

#### Notes:

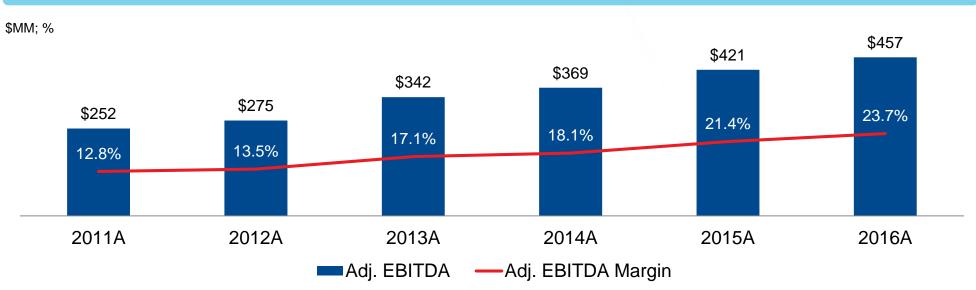
- . By Volume in the United States DIY market in 2015
- System-wide (i.e., company-owned and franchise) SSS growth. We have historically determined SSS growth on a fiscal year basis, with new stores excluded from the metric until the completion of the first full fiscal year in operation

# Our Key Drivers to EBITDA Growth

#### **Our Strong Cash Flow Profile**

- Mix shift towards premium products: ~45% in 2016 from ~31% in 2011 (1)
- 10 Consecutive years of SSS growth in VIOC stores (2)
- Consistent volume and profit growth in international markets
- Proactive product pricing and raw material cost management





#### Notes:

- U.S. branded lubricants
- 2. Systemwide (i.e. company-owned and franchised) SSS growth. We have historically determined SSS growth on a fiscal year basis, with new stores excluded from the metric until the completion of the first full fiscal year in operation
- Excludes pension remeasurement impacts and separation related costs, but not adjusted for standalone public company costs
- 4. FYE 9/30



# Our Roadmap for Success: Valvoline's Investment Highlights





# We are Recognized as a <u>Premium Brand</u> Across Automotive Channels



"Valvoline has been a trusted partner of NAPA Auto Parts for nearly 80 years."

Dan Askey, President NAPA

"I have used Valvoline for years and will continue to do so until the casket drops down on me...because it's flat out the best."

Kdg 380 - Yelp

"I think the delivery system to the franchisees is bar none the best around. They're really willing to grow their business and make yours better at the same time."

Andrew Slattery, President, Quality Automotive Services, Inc., Charlotte, NC. 35 Valvoline Instant Oil Change stores

"The bottom line for any installer is that you need to be moving oil. With Valvoline, my staff is confident in their ability to do that."

Ken Smith, Owner & President
Automotive Standards

"Valvoline represents quality we can count upon to exceed every need our customers need now and in the future."

Daniel Cohen, Central American Distributor

"I will never go anywhere else ever again!"

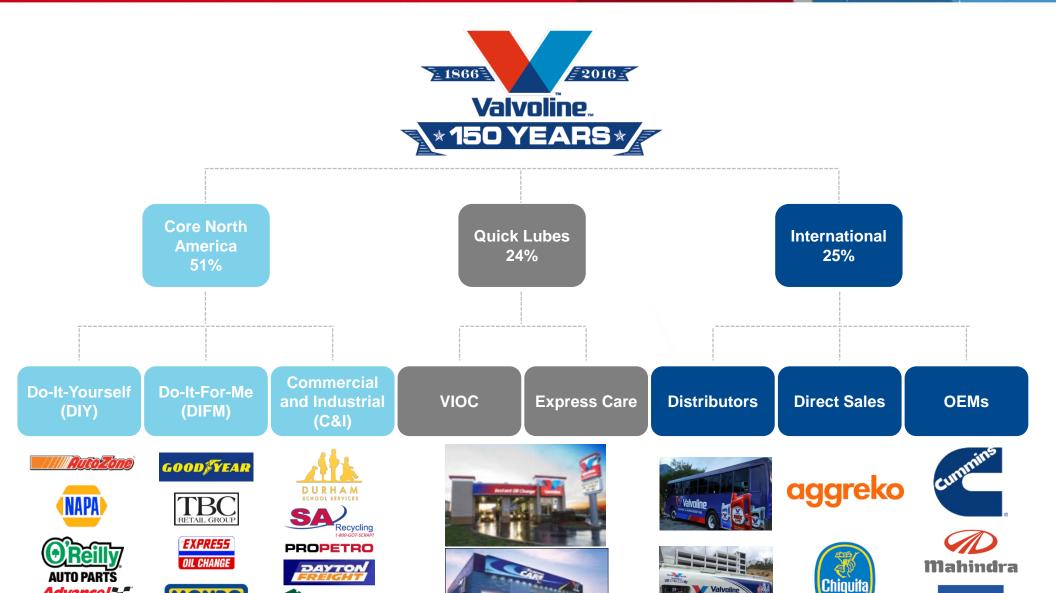
Allison B - Yelp





## 2

# Our Brand Sells Across Uniquely Diverse Routes to Market





**Walmart** 



Oldcastle



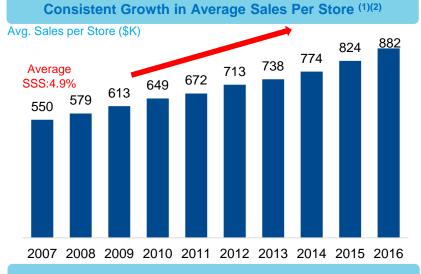
# Our Quick Lubes Business Consistently Drives Growth and Profitability

#### **Direct-to-Consumer Relationship**

- Strong unit economics
  - Company–owned operations provide strong earnings
  - Franchised operations provide high returns on capital
  - Mix of company—owned and franchised operations lead to faster growth opportunities
- Brand "halo effect" from product to services
- Highly attractive franchise base
- Unique, vertically integrated model



Company estimates for total DIFM (quick lubes) oil changes last year in North America



**Large Market with Room to Capture Share** 

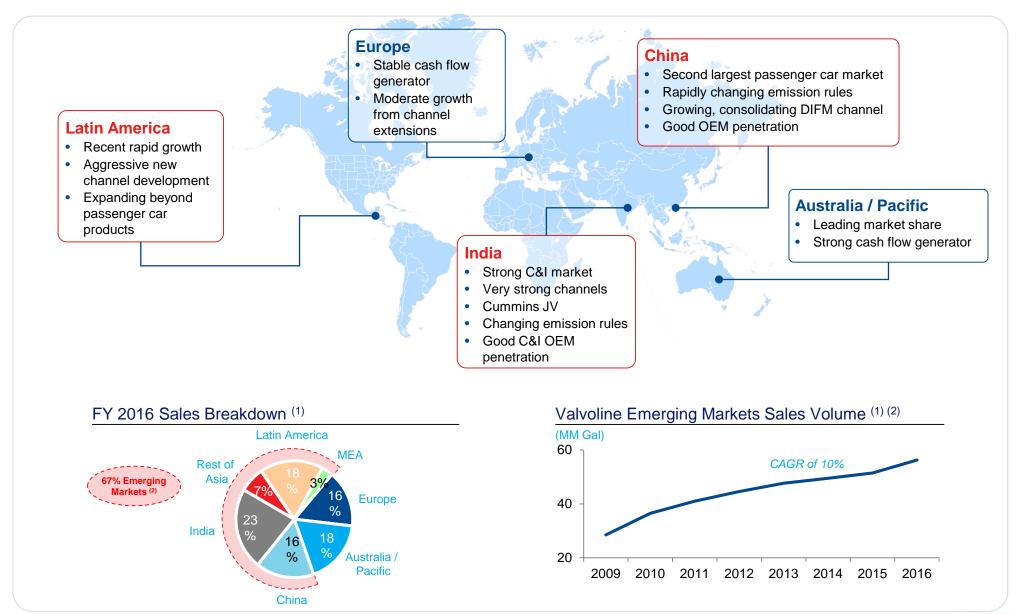
# ~450MM Total oil changes last year ~100MM (3) Oil changes in quick Lubes market 15MM Quick Lubes

#### Notes:

- . System-wide (i.e., company-owned and franchised) stores
- We have historically determined same-store sales growth on a fiscal year basis, with new stores excluded from the metric until the completion of their first full fiscal year in operation

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# Our International Strategy Targets the Large and Growing Markets, Including India, China and Latin America



#### Notes:

- . Includes unconsolidated JV's
- 2. Emerging Markets consist of all countries outside of the U.S., Canada, Australia and Europe



# Our 150-Year Track Record of Innovation Races On





Valvoline for combat vehicles during WWII





blend





Dr. John Ellis discovered the lubricating properties of crude oil



Valvoline All-Climate Motor Oil 'with revolutionary Chemaloy Additives' is introduced.



Valvoline acquires Rapid Oil Change



Introduction of MaxLife, designed for aging cars



Launch of the Pro-V Racing line





# A Newly Independent Organization Focused on Valvoline's Unique Growth Opportunities



Opportunity to focus on growth objectives and invest in Quick Lubes and International



Further enables a unified culture with single Valvoline focus

**CULTURE** 



Customer-centric operations with central support infrastructure tailored to our needs



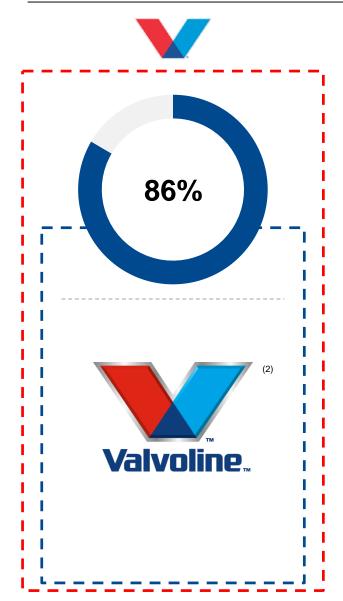
Identify and Deploy
Capital into Our Growth
Opportunities



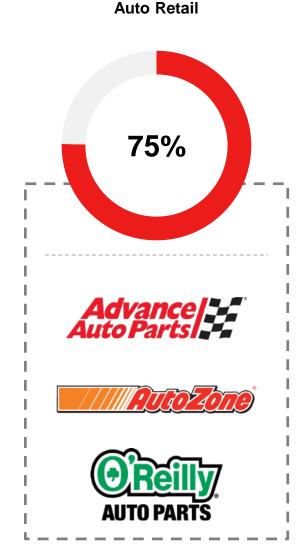
# 7

# Strong Free Cash Flow Generation

Similar to Other Branded Consumer Peers, Valvoline has a Robust Free Cash Flow Generation Profile, Even After Greater Growth Capex (1)







#### **Notes**

- 1. Free Cash Flow Conversion = (EBITDA Capex) / EBITDA, 2016; shows net FCF conversion by group median
- 2. Excludes pension related income and separation related costs

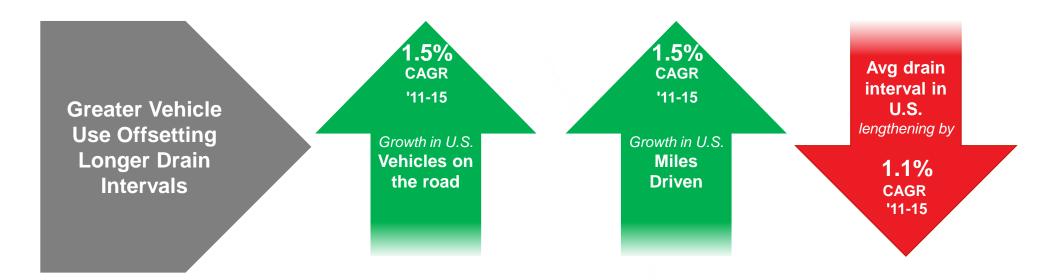




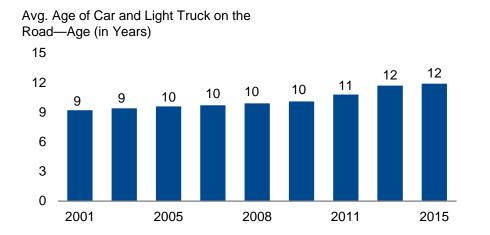
Macro Drivers Influencing Our Business



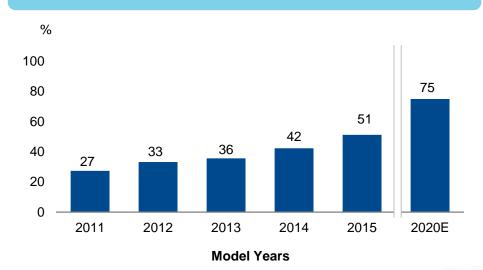
# Solid Fundamentals and Shifting Demand are Increasing Profit Pool in U.S.



#### **Increasing Vehicle Ages**



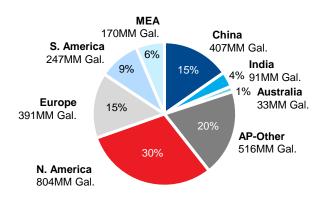
#### **Increasing Demand for Synthetic Grades**





# Global Demand Quickly Modernizing

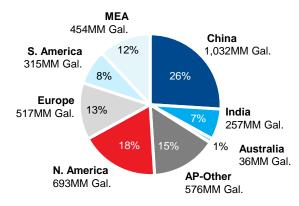
#### Global PC (1) Lubricant Demand by Region



Total PC Lube Volume: 2.1B Gal.

Total Market Value: >\$17 Bn

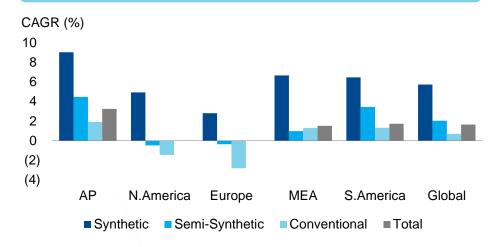
#### **Global C&I Lubricant Demand by Region**



Total C&I Lube Volume: 3.8B Gal.

Total Market Value: >\$30 Bn

#### Global PC <sup>(1)</sup> Demand Growth by Product Type, 2013 – 2023 CAGRs



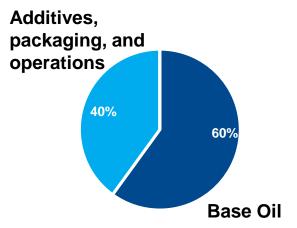
#### **Shift to Modern Technology**

- Mature markets moving towards premium products to drive fuel economy gains
- Immature markets changing rapidly to latest emissions standards, driving the need for higher performance lubricants



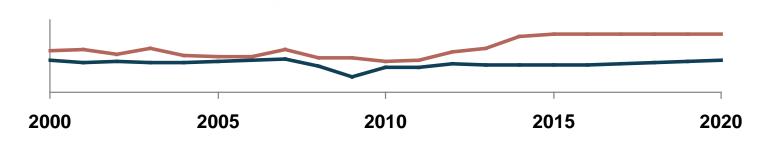
# Sourcing and Pricing Strategies to Manage Oil Price Fluctuations

#### **Valvoline Cost Components**



#### **Long Base Oil Market Expected to Continue Through 2020**

Global base oil supply & demand (B gal)



Source: Polk and Experian data, internal estimates

## Sourcing

- Improved pricing
- Better terms

## **Pricing**

	Channels	Price Change Drivers	Average Lag
Market Based	DIY/Installer	Major base oil changes, competitive changes, retail pricing, Valvoline brand strength	60–120 days
Index Based	Installer (national/regional accounts), VIOC Franchisees	Posted base oil indices	45 days
Private Label/Other	DIY/Warehouse Distributor, OEM, Other	Major base oil changes	30 - 60 days





**Segment Overview** 



## Core North America: Overview

### "Do-It-Yourself" ("DIY")

Top-5 retailers account for ~90% of the business









## "Do-It-For-Me" ("DIFM")

- Quick lubes, auto services centers, and car dealerships
- Direct and distributor sales
- Diverse set of national, regional, and small accounts



NAPA





# Commercial & Industrial ("C&I")

- Full spectrum of on and offroad customers
- Trucking, bus, refuse, construction, mining, and other customers









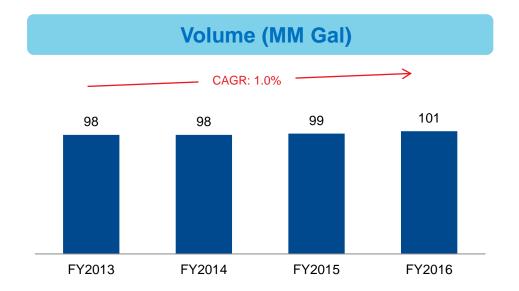


~50% Revenue

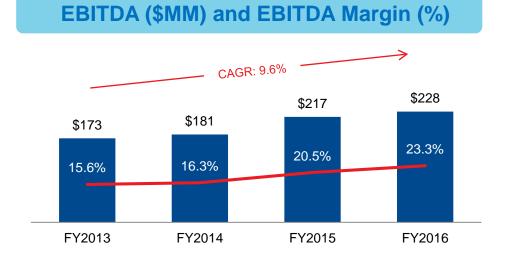
~50% Revenue

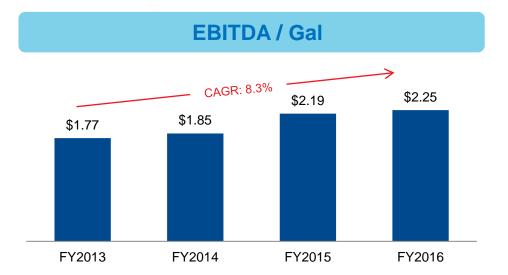


# Core North America: Financial Highlights











# Core North America: Brand Strength and Support for Customers Drive Business

# **Brand Strength**



Brand strength drives consumers to retailers and installers across
 Core North America and commands a premium price, delivering strong customer margin

# **Support for Customers**

DIFM

- Training not only teaches staff skills on product usage, product selection and the benefits of premium products
- Digital marketing and customer support capabilities drive consumer traffic

DIY

- Marketing creates excitement with consumers and store associates
- Category management serves as an unbiased strategic resource



## **Quick Lubes: Overview**

#### **Company-Owned**

#### "Hands-on" insights

- Proving group for QL toolbox
- Highest generator of cash

# Stores: 342

- 3,300+ store employees
- 15+ year lease terms

#### OCPD<sup>(1)</sup>: ~42

Store Sales: ~\$915k

#### **Franchise**

- Turnkey management system
- Proprietary tools
- Dedicated support
- Stores: 726
- 72 franchisees
- 15 year agreement
- OCPD<sup>(1)</sup>: ~38
- Store Sales: ~\$870k
- Royalty: ~4%

#### **Independent Operators**

- Premium branded sign package
- Field training resources
- Stores: 347
- 212 independent operators
- 5-10 year agreement

• OCPD<sup>(1)</sup>: ~22



Product Sales + Operating Income



**Product Sales + Royalties** 



**Product Sales** 

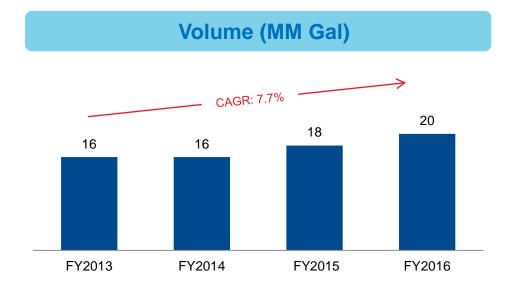


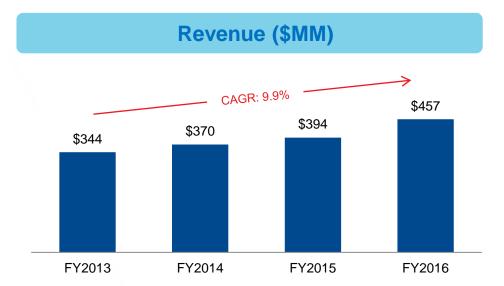
Value Prop

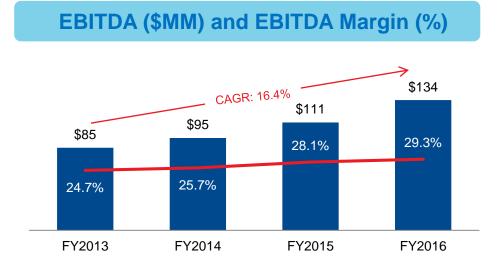
Footprint

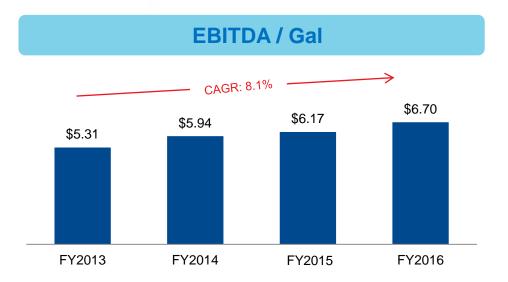
Typical Perf.

# Quick Lubes: Financial Highlights





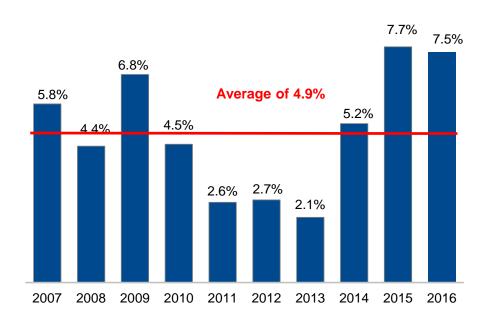






# Quick Lubes: Our Superior VIOC Business Model

#### Ten Consecutive Years of SSS Growth (1)(2)



#### **Proprietary Tools**

- Point of Sale System
- SuperPro Management System
- Labor and Inventory Management

#### **Marketing Platforms**

- Core programs generate ~6 month payback
- Customer database enabled
- Database and Digital platforms driving car count growth

#### **Customer Experience**

- Overall customer satisfaction 4.6 of 5 stars
- Customer retention over 70%
- #1 in best use of Voice of the Customer (3)

#### **Talent**

- Improved Safety Total Recordable Rate over 50%
- Reduced turnover by over 50%
- #65 on Training magazine's Training Top 125



#### Operating stores strengthens business model performance

#### Notes:

- 1. System-wide (i.e., company-owned and franchise) stores
  - We have historically determined same-store sales growth on a fiscal year basis, with new stores excluded from the metric until the completion of their first full fiscal year in operation
  - International Quality Productivity Center (2016 CCW Awards)

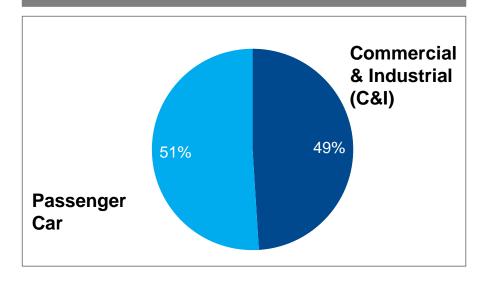




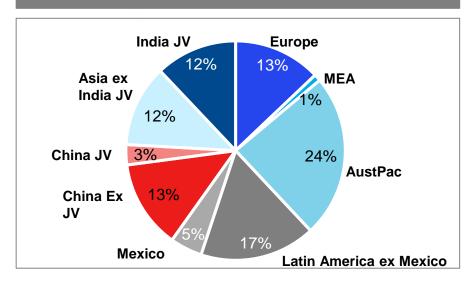
## International: Overview

- China and India represent the world's largest and third largest lube markets
- Valvoline sells to customers in more than 140 countries
- In Heavy Duty, Valvoline utilizes both JVs (e.g., Cummins India and China) and relationships with OEMs to accelerate growth
- Many markets are highly fragmented. Ongoing consolidation provides significant opportunities to expand share
- In focus markets such as China, India, and Mexico Valvoline has grown volumes at annual rates ranging from high-single digits to mid-teens
- Environmental improvement is driving all markets up the tech curve

## **Lube Sales by Product - 2016**

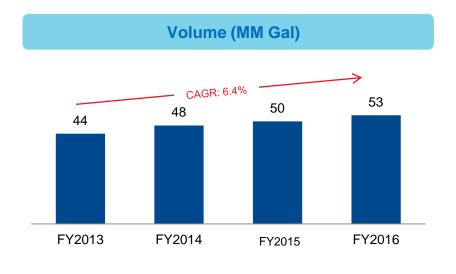


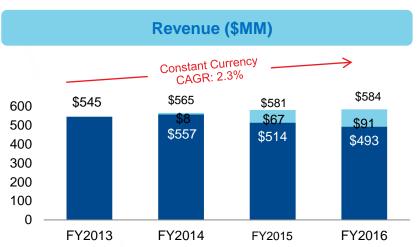
## Operating Profit by Region – 2016 (1)

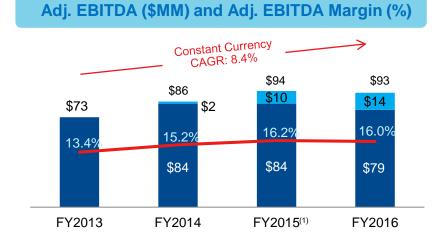


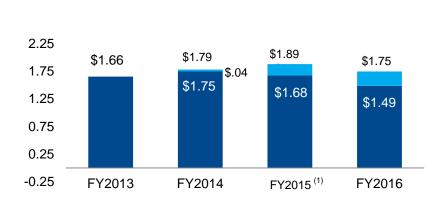


# International: Financial Highlights









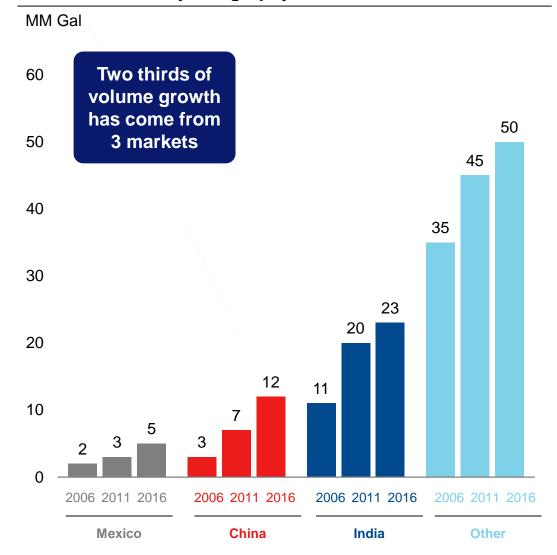
Adj. EBITDA / Gal

## International: Consistent Growth Over Last Ten Years

#### **Strategies for Foundational Growth**

- Build strong channels
  - —Add distributors
  - Build direct business in key focus markets
- Build differentiated PC and C&I platforms
  - —Build the brand "Hands on Expertise"
  - —Develop unique, "ownable" capabilities
  - —"Own the mechanic"
- Expand OEM relationships
  - —Ready made channels
  - —Unique products
  - —Custom value proposition

#### **Volume Growth by Geography** (1)





# We Have a Disciplined Approach to Value Creation

**Growth Opportunities** 

- Market share gains driven by digital investments
- Expansion of quick lube platforms
- Disproportionate gain in premium synthetics
- Expand and grow international presence, especially in Emerging Markets<sup>1</sup>

Strong, Predictable EBITDA Growth

- Active management of gross margin
- Value enhancing quick lube expansion
- Disciplined approach to managing costs

**High Cash Conversion** 

- Disciplined working capital management
- Systematic approach to Capital Expenditure spending
- Deploy capital to high return projects

Disciplined Capital Allocation

- Organic growth
- Opportunistic acquisitions focused on:
  - Quick Lubes
  - Tuck-in, complementary, non-lube product lines
- Maintain attractive dividend
- Evaluate value-creating share repurchase opportunities







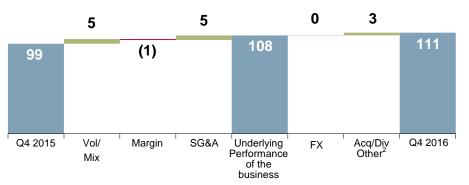
**Q416 Earnings Materials** 

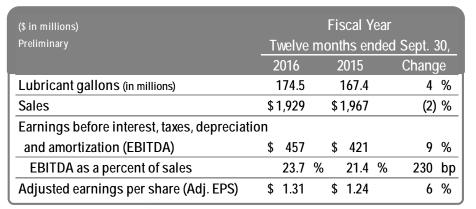


# Adjusted Results<sup>1</sup> Valvoline

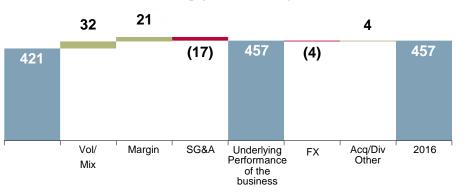
(\$ in millions) Preliminary	7						ıarter Sept. 3	0,
	2	2016		2	2015		Chang	je _
Lubricant gallons (in millions)		44.5			43.5		2	%
Sales	\$	494		\$	484		2	%
Earnings before interest, taxes, depreciatio	n							
and amortization (EBITDA)	\$	111		\$	99		12	%
EBITDA as a percent of sales		22.5	%		20.5	%	200	bp
Adjusted earnings per share (Adj. EPS)	\$	0.29		\$	0.28		4	%

#### Factors affecting year-over-year EBITDA





#### Factors affecting year-over-year EBITDA



<sup>&</sup>lt;sup>1</sup> For reconciliation of adjusted amounts to amounts reported under GAAP, please refer to Valvoline's earnings release dated November 8, 2016, available on Valvoline's website at <a href="http://investor.valvoline.com">http://investor.valvoline.com</a> and to the appendix found in this presentation.



# Results<sup>1</sup>

# **Core North America**

(\$ in millions) Preliminary	T				ourth		arter Sept. 30,
	2	2016		2	2015		Change
Lubricant gallons (in millions)		25.1			25.4		(1) %
Sales	\$	239		\$	246		(3) %
Operating income	\$	42		\$	42		- %
Operating income as a percent of sales		17.6	%		17.1	%	50 bp
Depreciation and amortization	\$	4		\$	5		(20) %
Earnings before interest, taxes, depreciation	n						
and amortization (EBITDA)	\$	46		\$	47		(2) %
EBITDA as a percent of sales		19.2	%		19.1	%	10 bp

	Fiscal Year						
T	welve	mo	ont	ths en	ided	Sept. 3	0,
2	016		2	2015		Chang	е
1	01.2			99.9		1	%
\$	979		\$	1,061		(8)	%
\$	212		\$	200		6	%
	21.7	%		18.9	%	280	bp
\$	16		\$	17		(6)	%
\$	228		\$	217		5	%
	23.3	%		20.5	%	280	bp



<sup>&</sup>lt;sup>1</sup> For reconciliation of non-GAAP measures to amounts reported under GAAP, please refer to Valvoline's earnings release dated November 8, 2016, available on Valvoline's website at <a href="http://investor.valvoline.com">http://investor.valvoline.com</a>.

# Results<sup>1</sup> **Quick Lubes**

(\$ in millions) Preliminary	T				ourth is end		arter Sept. 3	30,
	2	016		2	2015		Chan	ge
Lubricant gallons (in millions)		5.6			4.6		22	%
Sales	\$	125		\$	105		19	%
Operating income	\$	33		\$	24		38	%
Operating income as a percent of sales		26.4	%		22.9	%	350	bp
Depreciation and amortization	\$	5		\$	4		25	%
Earnings before interest, taxes, depreciatio	n							
and amortization (EBITDA)	\$	38		\$	28		36	%
EBITDA as a percent of sales		30.4	%		26.7	%	370	bp

	Fiscal Year						
	welve	mo	ont	ths en	ided	Sept. 3	30,
2	2016		2	2015		Chang	je
	20.2			17.4		16	%
\$	457		\$	394		16	%
\$	117		\$	95		23	%
	25.6	%		24.1	%	150	bp
\$	17		\$	16		6	%
\$	134		\$	111		21	%
	29.3	%		28.2	%	110	bp



<sup>&</sup>lt;sup>1</sup> For reconciliation of non-GAAP measures to amounts reported under GAAP, please refer to Valvoline's earnings release dated November 8, 2016, available on Valvoline's website at <a href="http://investor.valvoline.com">http://investor.valvoline.com</a>.

# Adjusted Results<sup>1</sup> International

(\$ in millions) Preliminary	Fiscal Fourth Quarter Three months ended Sept. 3								
	2	2016		2	2015		Chan	ge	
Lubricant gallons (in millions)		13.8			13.5		2	%	
Sales	\$	130		\$	133		(2)	%	
Operating income	\$	21		\$	21		-	%	
Operating income as a percent of sales		16.2	%		15.8	%	40	bp	
Depreciation and amortization	\$	1		\$	1		-	%	
Earnings before interest, taxes, depreciatio	n								
and amortization (EBITDA)	\$	22		\$	22		-	%	
EBITDA as a percent of sales		16.9	%		16.5	%	40	bp	

	Fiscal Year						
		mo			ided	Sept. 3	
_ 2	016		2	2015		Chang	е
	53.2			50.1		6	%
\$	493		\$	512		(4)	%
\$	74		\$	79		(6)	%
	15.0	%		15.4	%	(40)	bp
\$	5		\$	5		-	%
\$	79		\$	84		(6)	%
	16.0	%		16.4	%	(40)	bp



<sup>&</sup>lt;sup>1</sup> For reconciliation of adjusted amounts and non-GAAP measures to amounts reported under GAAP, please refer to Valvoline's earnings release dated November 8, 2016, available on Valvoline's website at <a href="http://investor.valvoline.com">http://investor.valvoline.com</a>.

# **Fiscal 2017 Objectives**

# **Core Priorities**

- Drive business results in each segment; growing market share and unit margins
- Grow retail presence both organically and inorganically
- 3) Invest in digital marketing and infrastructure
- Establish strong culture of creating value for shareholders

# Outlook<sup>1</sup>

Lubricant gallons	2-3%
Revenues	3-5%
New stores	
VIOC Company owned	5-10
VIOC Franchised	15-25
Same Store Sales	3-5%
Pension income	\$66 million
One-time separation related expenses	\$25 - \$30 million
Adjusted EBITDA margin <sup>1</sup>	24.5-25.5%
Depreciation and amortization	\$40 - \$45 million
Effective Tax Rate	34-35%
Diluted adjusted earnings per share	\$1.31 - \$1.41
Capital expenditures	\$70 - \$80 million
Free cash flow	\$90 - \$100 million

<sup>1.</sup> As disclosed on November 8, 2016. These are forward-looking statements and are subject to a number of known and unknown risks, uncertainties and assumptions. See "Disclaimers-Forward-Looking Statements" on Page 3.

<sup>2.</sup> Adjusted EBITDA margin excludes separation related expenses as these are one-time items and do not reflect ongoing results.

<sup>3.</sup> Prospective guidance using non-GAAP measures has been calculated in the same way as the corresponding historical non-GAAP measures. See slide 38 for reconciliations of historical non-GAAP measures to amounts reported under GAAP. We do not provide a reconciliation of prospective guidance using non-GAAP measures because it is not practicable to reconcile that information.

# **Investment Thesis**



**Great Brand and Marketing** 



Team of Hands On Experts



Clear Strategies and Disciplined Financial Management

**Strong Shareholder Returns** 





**Appendix A: Supplemental Financial Information** 



# Historical EBITDA and Adj. EBITDA Bridges

(\$ in Millions)	2011	2012	2013	2014	2015	2016
Net income	\$110	\$114	\$246	\$173	\$196	\$273
Income tax expense	52	58	135	91	101	148
Net Interest and other financing expense	-	-	-	-	-	9
Depreciation and amortization	38	36	36	37	38	38
EBITDA	\$200	\$207	\$416	\$302	\$335	\$468
Adjustments						
Losses (gains) on pension and other postretirement plans re-measurement	52	68	(74)	61	46	(18)
Net Loss on Divestiture	-	-	-	-	26	1
Impairment on Equity Investment	-	-	-	-	14	_
Restructuring	-	-	-	6	0	-
Separation costs	-	-	-	-	-	6
Adjusted EBITDA	\$252	\$275	\$342	\$369	\$421	\$457



# Glossary of Terms

C&I	Commercial & Industrial	OEM	Original Equipment Manufacturer
Car Parc	Total Number of Cars in a Region	OE 4S	Original Equipment Dealer; 4S model offers
	or Market		sales, showrooms, services and spare parts all
	D 1/2 14		under one roof
DIFM	Do-It-For-Me	PC	Passenger Car
DIY	Do-It-Yourself	РСМО	Passenger Car Motor Oil
DSR	Distributor Sales Rep	PV	Passenger Vehicles
EHS	Environment, Health and Safety	SSS	Same Store Sales
HD	Heavy Duty	VIOC	Valvoline Instant Oil Change
MC	Motorcycle	VIOCF	Valvoline Instant Oil Change Franchising
OCPD	Oil Changes per Day	VLS	Valvoline Learning Solutions
ODI	Oil Drain Interval	VPS	Valvoline Professional Series





