

Safe Harbor

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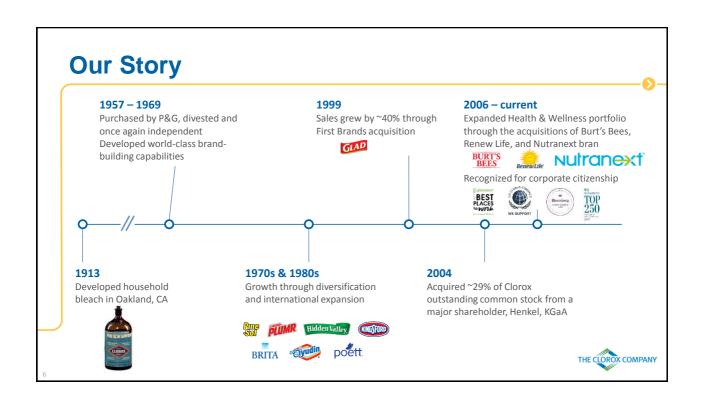
Except for historical information, matters discussed in this presentation, including statements about the success of the Company's future volume, sales, costs, cost savings, earnings, earnings per share, including as a result of the Nutranext acquisition, diluted earnings per share, margins, foreign currencies, foreign currency exchange rates, tax rates, cash flows, plans, objectives, expectations, growth or profitability, are forward-looking statements based on management's estimates, beliefs, assumptions and projections. Important factors that could affect performance and cause results to differ materially from management's expectations are described in the Company's most recent Form 10-K filed with the SEC, as updated from time to time in the Company's SEC filings. Those factors include, but are not limited to, risks related to competition in the Company's markets; impact of the changing retail environment, including the growth of e-commerce retailers, hard discounters and other alternative channels; volatility and increases in commodity, energy, transportation and other costs; the Company's ability to drive sales growth and increase market share; dependence on key customers; information technology security breaches or cyber attacks; the Company's business reputation; risks relating to acquisitions, including as a result of the Nutanext acquisition, new ventures and divestitures; government regulations; political, legal and tax risks; changes in U.S. tax, immigration or trade policies, including tariffs, and financial market conditions; international operations and international trade, including price controls, foreign currency fluctuations and devaluations and foreign currency exchange rate controls, labor claims and labor unrest, and potential harm and liabilities from use, storage and transportation of chlorine in certain markets; the ability of the Company to innovate, to develop commercially successful products and to implement cost savings; product liability claims, labor claims and other legal proceedings; the success of the Company's business strategies; the venture agreement with P&G related to the Company's Glad® business; the Company's ability to attract and retain key personnel; supply disruptions; environmental matters; the Company's ability to assert and defend its intellectual property rights; the effects of the Tax Cuts and Jobs Act and the impacts of potential stockholder activism.

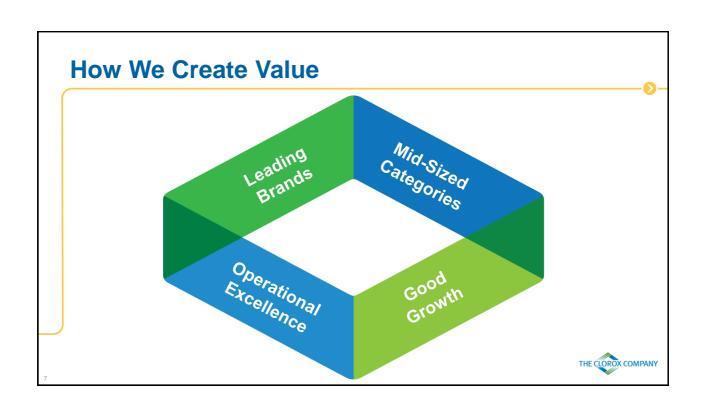


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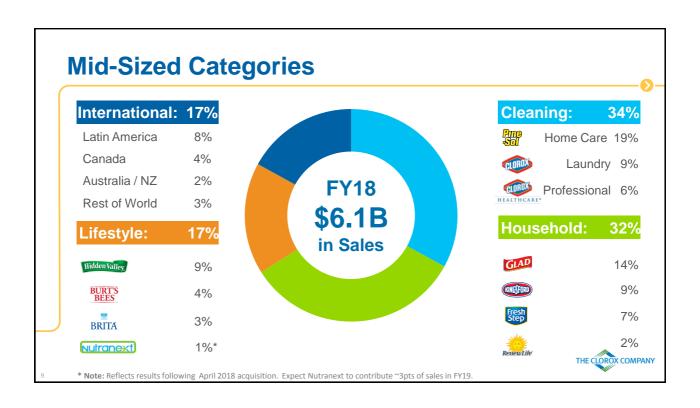


















2020 Strategy



Mission

We make everyday life better, every day

Objectives

- · Maximize economic profit
- Big-share brands in mid-sized categories and countries

Strategy

- Drive superior consumer value behind strong brand investment, innovation and technology transformation
- · Accelerate portfolio momentum in and around the core
- Fund growth by reducing waste in our work, products and supply chain
- Engage our people as business owners



Long-Term Growth Algorithm



U.S. Domestic

- ~80% of Clorox Sales +2-4% annual growth
 - 1.5 3.0 pts company growth

International

- ~20% of Clorox Sales +5-7% annual growth
 - 1.0 1.5 pts company growth

Total Company

- annual growth
- = +3 to 5pts

Annual EBIT Margin Improvement: Annual Free Cash Flow:

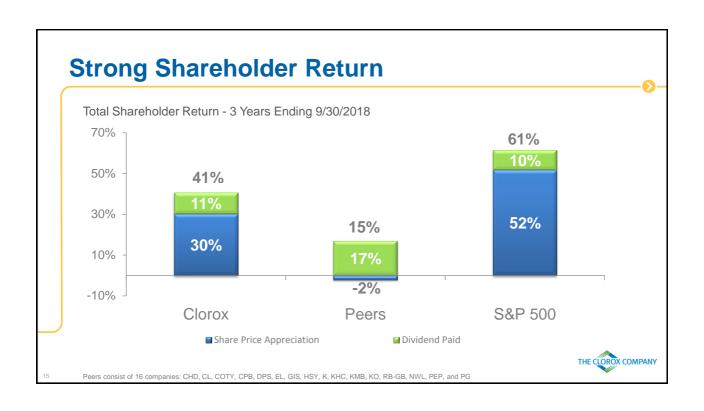
+25 to +50 bps 11% to 13% of Sales

EBIT (a non-GAAP measure) represents earnings from continuing operations before income taxes (a GAAP measure), excluding interest income & interest expense EBIT margin is a measure of EBIT as a percentage of sales.

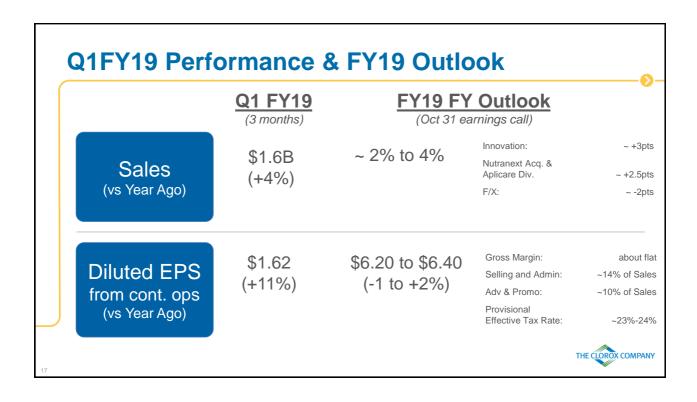
Free Cash Flow (a non-GAAP measure) represents Operating Cash Flow from Continuing Operations less Capital Expenditures

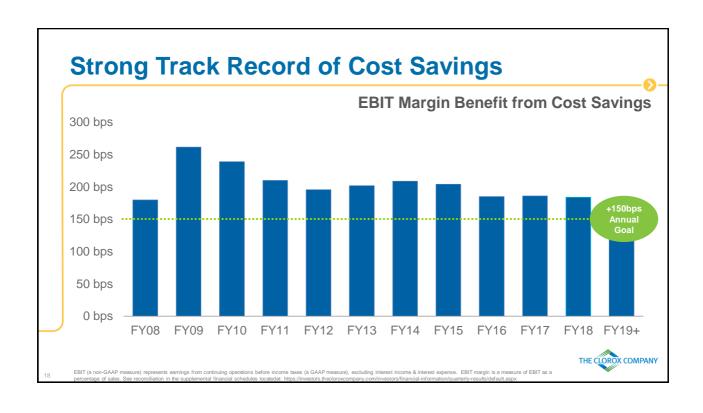
See reconciliation in the supplemental financial schedules located al: https://investors.thecloroxcompany.com/investors/financial-information/quarterly-results/default.aspx

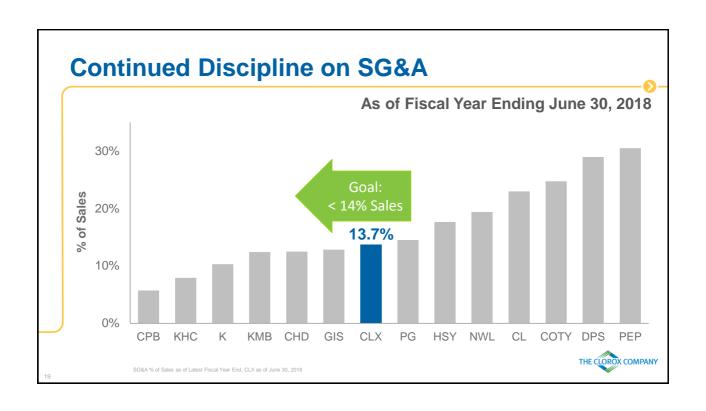


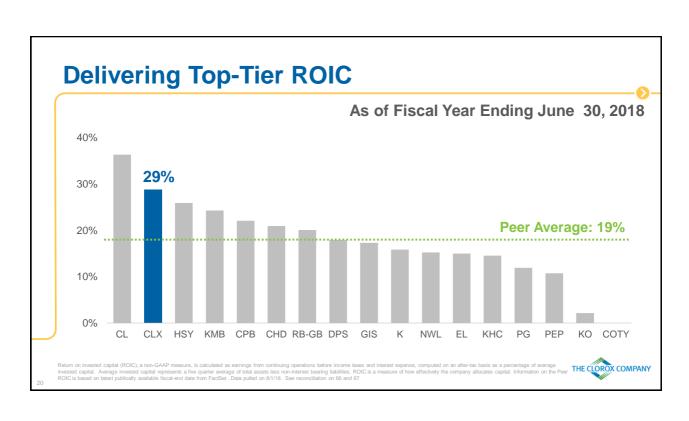


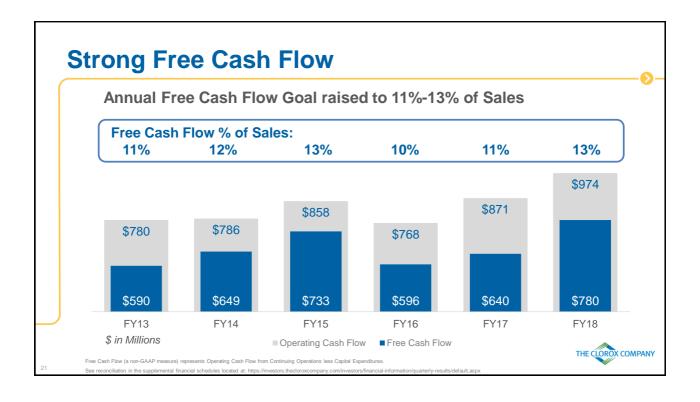










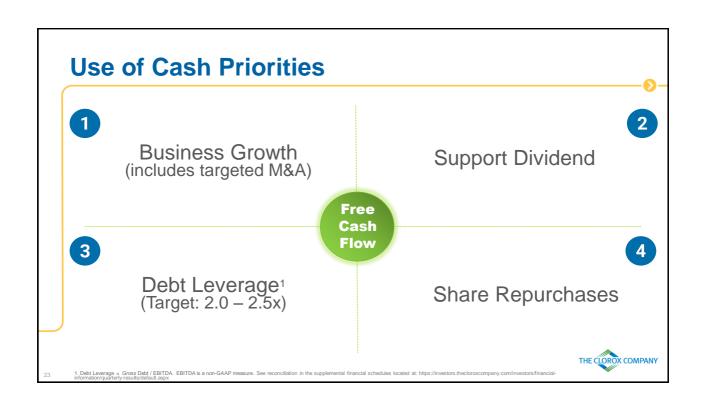


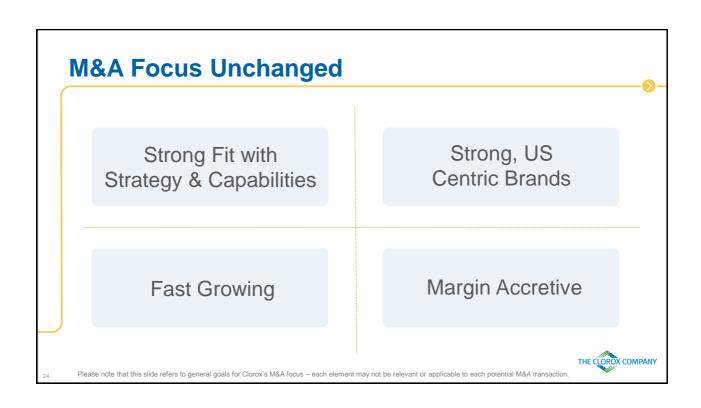
Impact of Recent Tax Reform

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- The passage of The Tax Cuts and Jobs Act in December 2017, is expected to meaningfully lower Clorox's long-term effective tax rate
- FY18: Full year effective tax rate was 21.8%
- FY19: Full year effective tax rate expected to be 23% to 24%
- Long term: effective tax rate expected to be mid twenties range (vs previous range of low to mid thirties pre-tax reform)



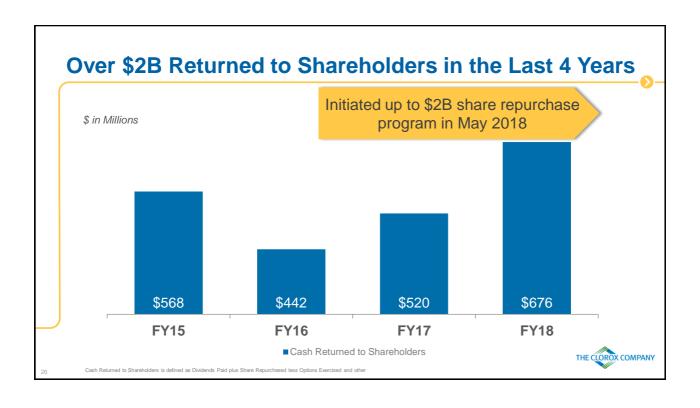
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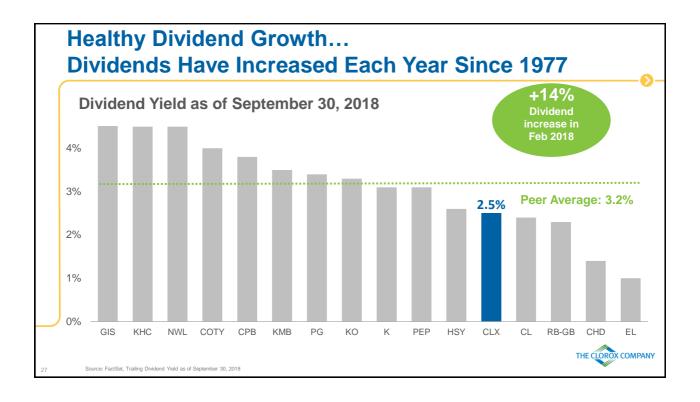




Evolving our Portfolio with Nutranext Acquisition NEOCELL **RAINBOW** LIGHT the true science of collagen Leading #1 in #1 in #2 in All Channels **Natural Natural DTC** Brand Fast growing sub-segments within vitamins, minerals and supplement category Leading brands Attractive margins Leverages Clorox capabilities Share Source: SPINS Natural Latest 52 w/e 8 12 18; IRI MULO Latest 52 w/e 8 12 18. NeoCell #1 position in Collagen is MULO + Natural Channel combined. THE CLOROX COMPANY

DTC: Direct to Consumer

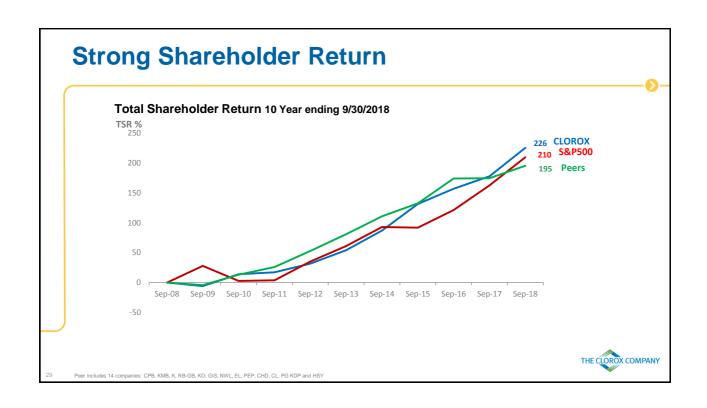




Long-Term Investment Case Remains Solid

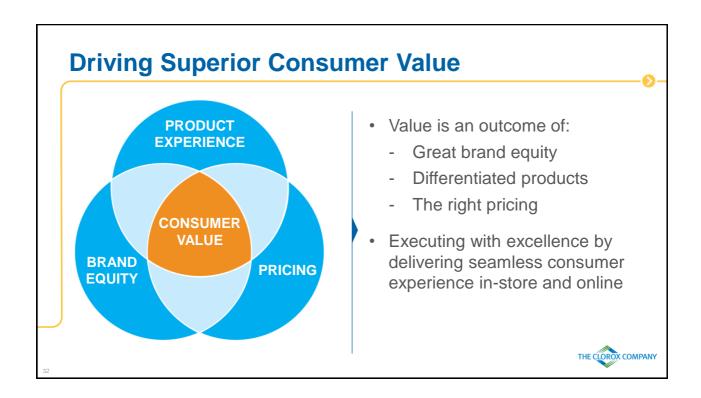
- -0
- · Investing behind leading brands to grow categories and share
 - 3%+ annual growth from innovation
 - Healthy brand building investments, including digital/eCommerce
- Margin improvement opportunities continue to exist
 - Leverage pricing power to mitigate input cost
 - Strong cost savings track record
 - SG&A below 14% of sales
- Strong cash flow generation
 - Goal to generate Free Cash Flow of 11% to 13% of sales
 - Announced +14% dividend increase (Feb 2018) and initiated up to \$2B share repurchase program (May 2018)

Free Cash Flow (a non-GAAP measure) represents Operating Cash Flow from Continuing Operations less Capital Expenditures. See reconciliation in the supplemental financial schedules located at: https://investres.thec/convcompany.com/investres/financial-in/formation/outsurferty-essulfs/efd-autil soxy.

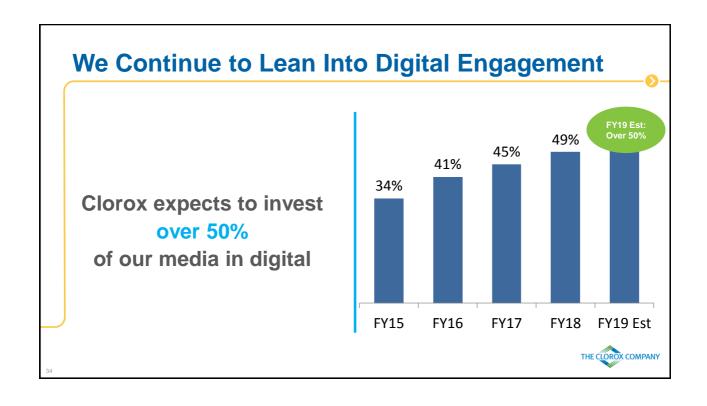




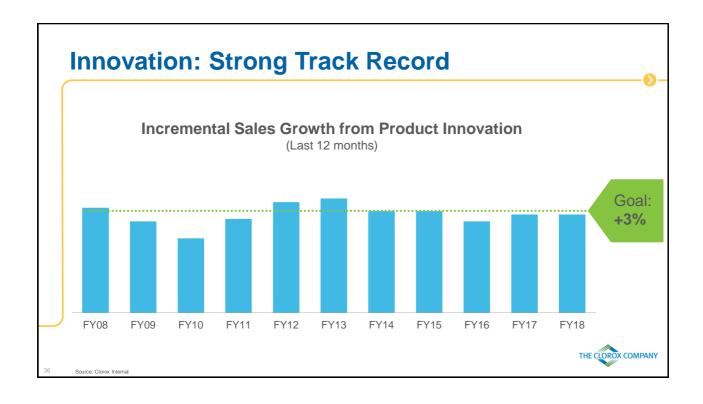
Mission • We make everyday life better, every day • Maximize economic profit • Big-share brands in mid-sized categories and countries • Drive superior consumer value behind strong brand investment, innovation and technology transformation • Accelerate portfolio momentum in and around the core • Fund growth by reducing waste in our work, products and supply chain • Engage our people as business owners



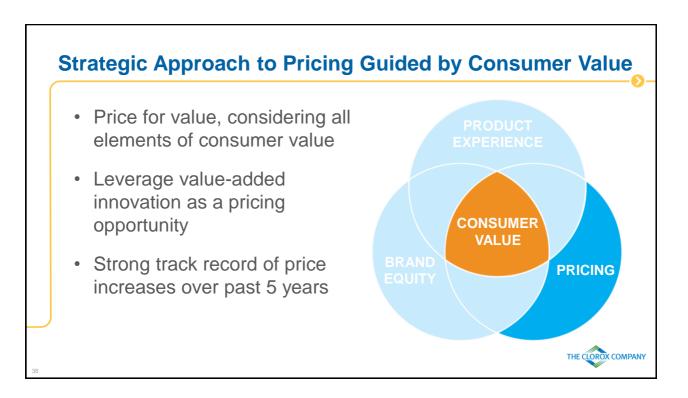


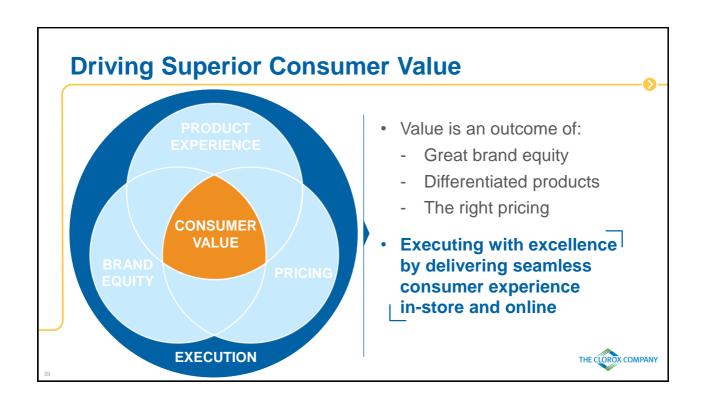


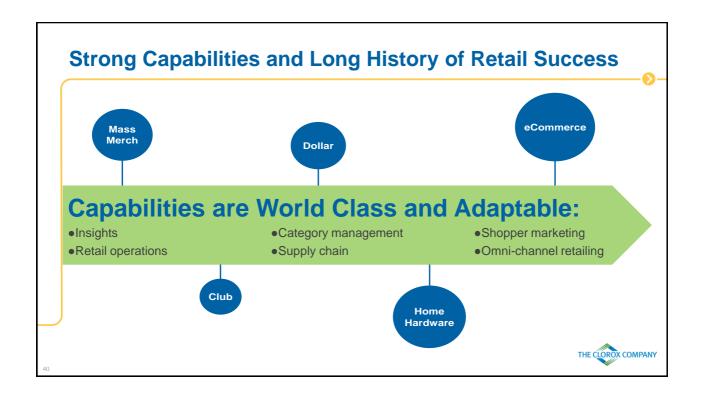


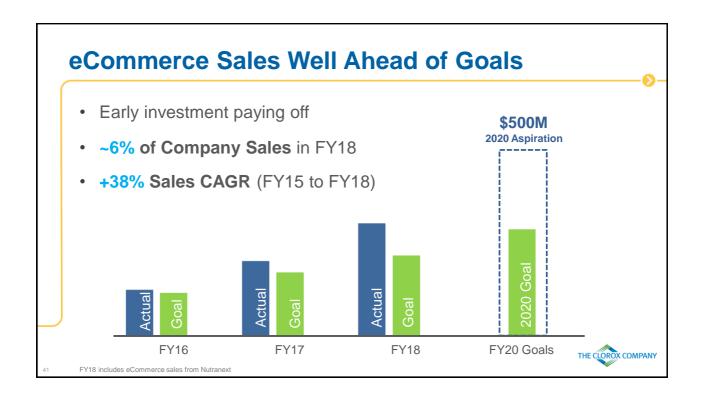


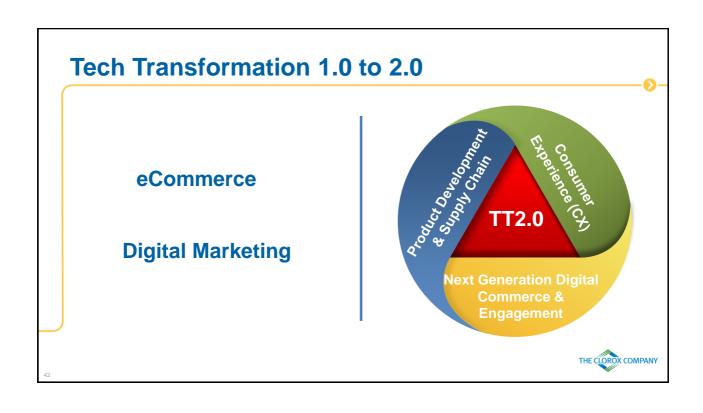


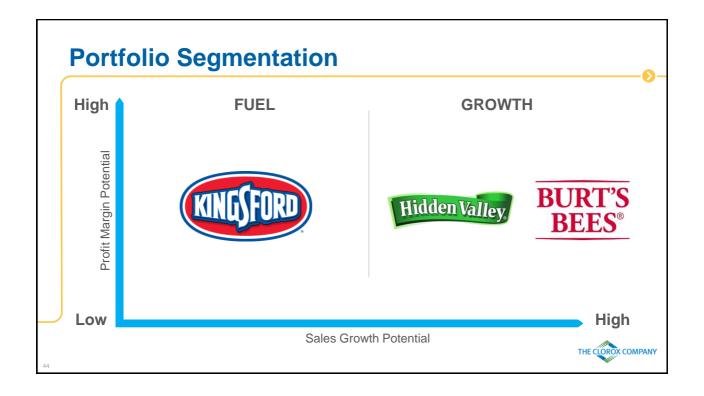


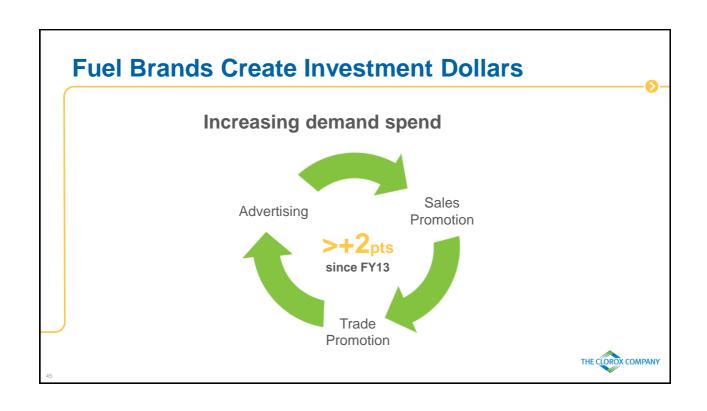


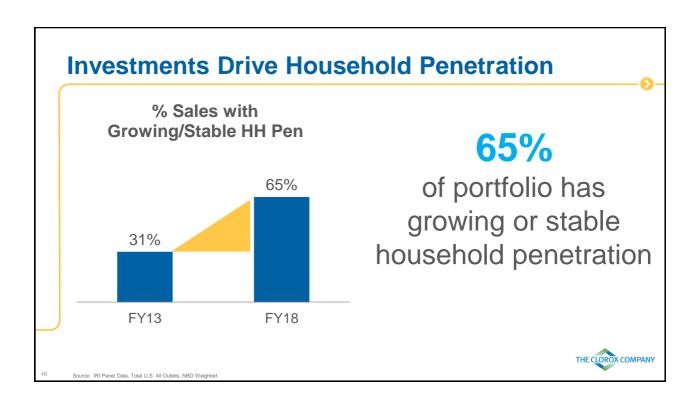




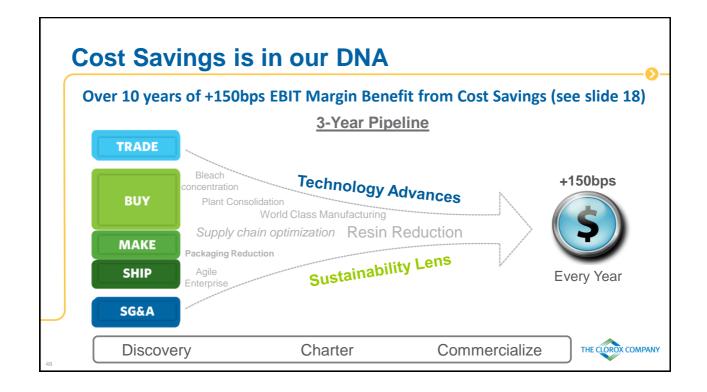


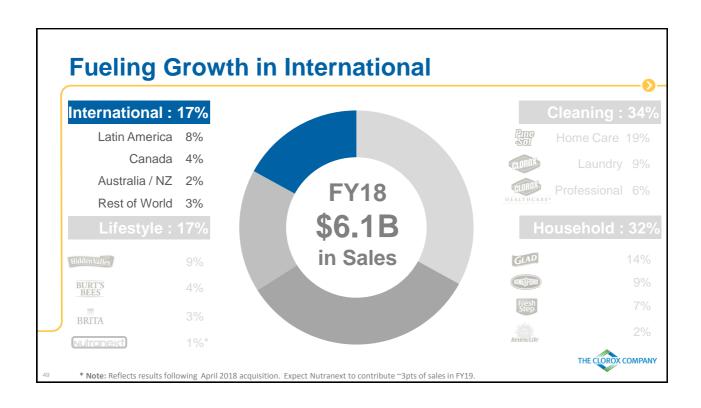














International "Go Lean" Strategy is Working





Pricing Maximization



Focus on Cost Savings



Right-Size Infrastructure



Optimize Demand Creation



2020 Strategy: Engage our People as Business Owners



We make everyday life better, every day

Objectives

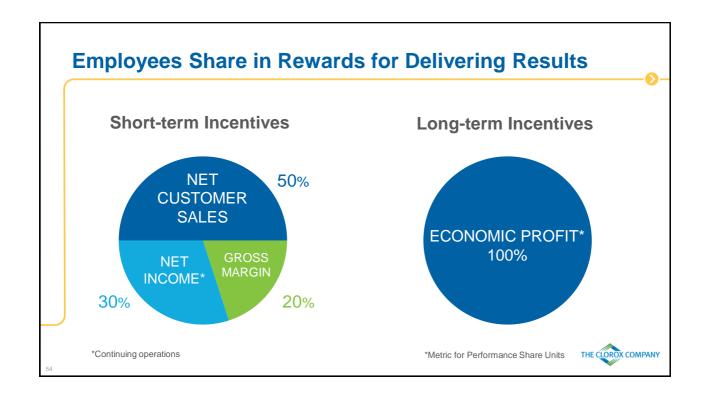
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People Strategy Building a Competitive Advantage

Strong sustainable engagement results are generally associated with:

- 3x higher operating margin¹
- 6.5 fewer days lost1
- 41% lower retention risk1

Inclusion and diversity lead to better outcomes:

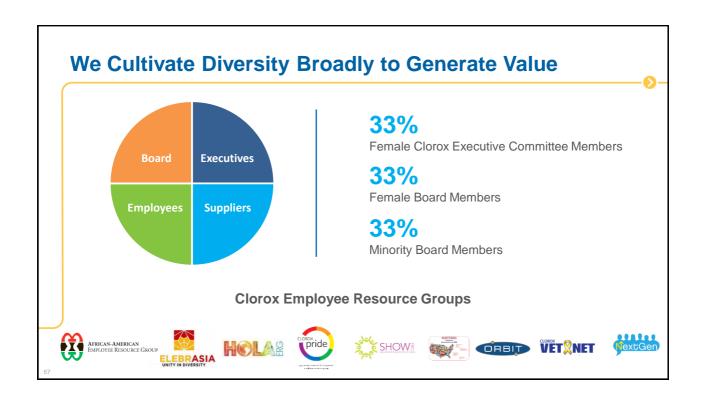
- +6% greater revenue, +15% more customer wins, significantly higher market share²
- Gender-diverse companies are +15% more likely to outperform peers³
- Ethnically-diverse companies are 35% more likely to outperform peers³
- Diverse and inclusive company cultures are 45% more likely to improve market share, and have greater discretionary effort from employees and lower turnover⁴

1 Wilhy Diversity and Inclusion Has Become a Business Priority, Josh Bersin, December 7, 2015 3 Diversity Matters, Whitan Hunt, Dennis Layton and Sara Prince, February 2, 2015 4 Why Diversity Can Be Bad For Business (And Inclusion Is The Answer), Sebastian Bailey, May 20, 2014

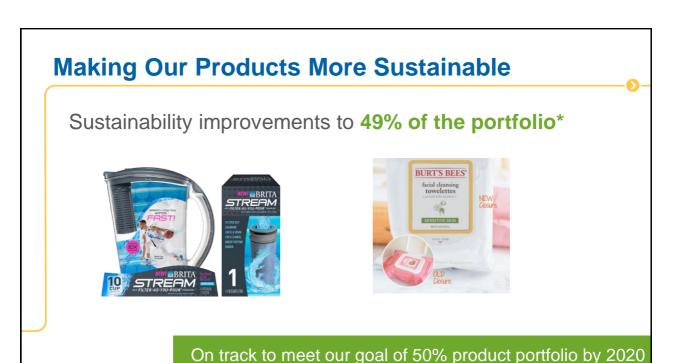
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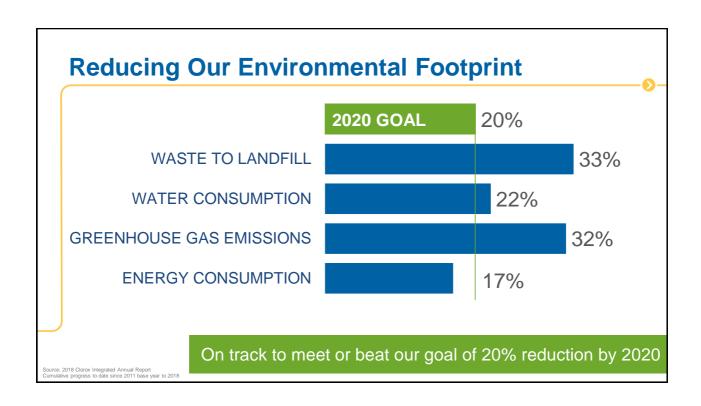
Source: Willis Towers Watson
FMCG Norm: Based on responses from more than 160,000 employees globally.
Global High Performing Companies: Companies meeting two criteria: (a) superior financial performance, defined by a net profit
margin and/or return on invested capital that exceeds industry averages; and (b) superior human resource practices, defined by
employee opinion scores near the top among the most financially successful companies surveyed by Willis Towers Watson.
Includes responses from over 140,000 employees at dozens of global organizations.

Superior Employee Engagement SUSTAINABLE ENGAGEMENT World Class Levels (favorable score) vs. Fast Moving vs. Global High Consumer Goods Performing Companies Higher than Peers +2* Growing over time 88% 88% 87%













Key Credit Metrics

\$ in B	FY13	FY14	FY15	FY16	FY17	FY18
EBITDA	\$1.2	\$1.1	\$1.2	\$1.2	\$1.3	\$1.3
Total Debt / EBITDA	2.1x	2.0x	1.8x	1.9x	1.7x	1.9x
EBITDA Interest Coverage	9.5x	11.3x	11.9x	14.0x	14.5x	15.3x
EBIT / Interest	8.0x	9.6x	10.2x	12.1x	12.7x	13.3x
Free Cash Flow / Debt	25%	28%	33%	26%	29%	31%
FCF after Dividends / Debt	10%	12%	16%	9%	10%	13%
FCF as % of sales	10%	12%	13%	10%	11%	13%
FCF after Dividends as % of Sales	4%	5%	6%	3%	4%	5%
Long Term Credit Ratings	BBB+ /Baa1	BBB+/Baa 1	BBB+/Baa 1	A- / Baa1	A-/Baa1	A-/Baa1
CP Ratings	A-2/P-2	A-2/P-2	A-2/P-2	A-2/P-2	A-2/P-2	A-2/P-2

Note: EBIT, EBITDA, FCF are Non-GAAP measures with reconciliations available in the supplemental financial schedules located at: https://investors.thecloroxcompany.com/investors/financial-information/quarterly-results/default.aspx



Gross Margin Reconciliation

	Gro	Gross Margin Change vs. Prior Year (basis points)					
Driver	FY18						
	Q1	Q2	Q3	Q4	FY	Q1	
Cost Savings	+160	+170	+140	+120	+140	+130	
Price Changes	+40	+30	+50	+50	+40	+90	
Market Movement (commodities)	-90	-110	-160	-130	-130	-130	
Manufacturing & Logistics	-80	-240	-220	-110	-160	-280	
All other (1)	+20	-20	+70	-100	+10	+40	
Change vs prior year	+50	-170	-120	-170	-100	-150	
Gross Margin (%)	44.9%	43.0%	42.8%	44.0%	43.7%	43.4%	

 $(1) \ \ \text{In Q4 of fiscal year 2018, "All other" includes about -60bps of negative impact from costs related to the Nutranext acquisition.}$

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Reportable Segments (unaudited)

Dollars in Millions

	Net sales					
		Th	ree M	onths Ended		
		9/30/2018	9/30/2017		% Change ⁽¹⁾	
Cleaning	\$	571	\$	559	2%	
Household		442		441	0%	
Lifestyle		309		246	26%	
International		241		254	-5%	
Corporate		-		<u>-</u>	<u>-</u>	
Total	\$	1,563	\$	1,500	4%	

Earnings (losses) from continuing operations hefore income taxes

	יט	erore inc	Julie laves			
Three Months Ended						
9/30/2018		9/3	0/2017	% Change ⁽¹⁾		
\$	180	\$	172	5%		
	59		73	-19%		
	62		64	-3%		
	28		23	22%		
	(61)		(53)	15%		
\$	268	\$	279	-4%		



Return on Invested Capital (ROIC) Reconciliation

29%

Dollars in millions and all calculations based on rounded numbers

FY18 1,054 Earnings from continuing operations before income taxes Interest expense Earnings from continuing operations before income taxes 1,139 and interest expense Income taxes on earnings from continuing operations before income taxes and interest expense (2) (249)Adjusted after-tax profit 3,095 Average invested capital (3)

- In accordance with SEC's Regulation G, this schedule provides the definition of a non-GAAP measure and the reconciliation to the most closely related GAAP measure. Return on invested capital (ROIC), a non-GAAP measure, is calculated as earnings from continuing operations before income taxes and interest expense, computed on an after-tax basis as a percentage of average invested capital. Management believes ROIC provides additional information to investors about current trends in the business. ROIC is a measure of how effectively the company allocates capital. ROIC should not be considered in isolation or as a substitute for the comparable GAAP measures and should be read in connection with the company's consolidated financial statements presented in accordance with GAAP.

Return on invested capital (1)

Average invested capital represents a five quarter average of total assets less non-interest bearing liabilities.

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⁽¹⁾ Percentages based on rounded numbers.

Return on Invested Capital (ROIC) Reconciliation

Dollars in millions and all calculations based on rounded numbers

(Amounts shown below are five quarter averages)

Total assets

Less: non-interest bearing liabilities

Average invested capital

 FY18	
\$ 4,8	87
 (1,7	92)
\$ 3,0	95

