FY19 Q2 Investor Presentation





Safe Harbor

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 on-going effects of the Tax Cuts and Jobs Act and the impacts of potential stockholder activism.



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WHO WE ARE



CLORGX CHEMICA





































Our Story

1957 - 1969

Purchased by P&G, divested and once again independent Developed world-class brandbuilding capabilities

1999

Sales grew by ~40% through First Brands acquisition



2006 - current

Expanded Health & Wellness portfolio through the acquisitions of Burt's Bees, Renew Life, and Nutranext bran







Recognized for corporate citizenship









1913

Developed household bleach in Oakland, CA



1970s & 1980s

Growth through diversification and international expansion













2004

Acquired ~29% of Clorox outstanding common stock from a major shareholder, Henkel, KGaA



How We Create Value





Leading Brands

Over 80% of Global Sales from #1 or #2 Share Brands

Selected Countries/Categories:

	United States	Share Position
2017	Disinfecting Wipes	#1
CLORUA	Bleach	#1
	Toilet Bowl Cleaner	#1
L'∏∏ - S OI.	Dilutable Cleaners	#1
PLUMR	Drain Care	#2
KINGSFORD	Charcoal	#1
Hidden Valley	Salad Dressing	#1
Fresh Scoop Away	Cat Litter	#2
GLAD	Premium Trash Bags	#1
UDI	Food Wraps	#1
BURT'S BEES	Natural Lip Care	#1
*****	riatoral Lip Gaic	π ι
BRITA	Water Filtration	#1
RenewLife	Probiotics – Natural Channel	#2

	International	Share Position
	Argentina Bleach	#1
a jvudín	Saudi Arabia Bleach	#1
	Malaysia Bleach	#1
CLOROX	Peru Bleach	#1
	Hong Kong Wipes	#1
Clorinda	Chile	#1
<u>Pm</u> -Sol	Canada	#1
PLUMR	Canada	#1
Chux	Australia	#1
poott	Argentina	#2
poett.	Chile	#1
	Canada Trash Bags	#2
GLAD	Canada Food Wraps	#1
	China* Food Protection	#1
	Hong Kong Food Protection	#1
BURT'S	Canada Natural Lip Care	#1

⁻US share position: dollar market share, IRI MULOP 52 weeks ending 6/17/18

8

⁻International share: dollar market share 52 weeks endings Mar 2018, Nielsen Retail Measurement for International geographies except; IRI for Australia.
*Guanzhou market

Mid-Sized Categories



Latin America 8%
Canada 4%
Australia / NZ 2%
Rest of World 3%

Lifestyle: 17%

Hidden Valley. Food 9%

BURT'S BEES Natural
Personal Care 4%

BRITA Water Filtration 3%

Dietary

Nulranext Supplements 1%



Cleaning: 34%

Home Care 19%

Laundry 9%

Professional 6%

HEALTHCARE®

Household: 32%

GLAD Bags/Wraps 14%

ଆଧ୍ୟୁତି Charcoal 9%

Cat Litter 7%

RenewLife Digestive Health 2%



^{*} Note: Reflects results following April 2018 acquisition. Expect Nutranext to contribute ~3pts of sales in FY19.

Operational Excellence



*As of June 30th, 2018, Clorox's S&A/Sales was ~13.7% vs. peer average of 18%. This number does not include R&D or marketing expenses and excludes peers that do not disclose S&A separately from SG&A in their reported financial statements (Coca-Cola, Reckitt-Benckiser). Peer group consists of CHD, CL, PG, NWL, CPB, GIS, HSY, K, KHC, DPS, KO, PEP, COTY, EL, KMB, RB-GB.

Good Growth: Profitable, Sustainable, Responsible



Our Efforts Are Broadly Recognized

























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.

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

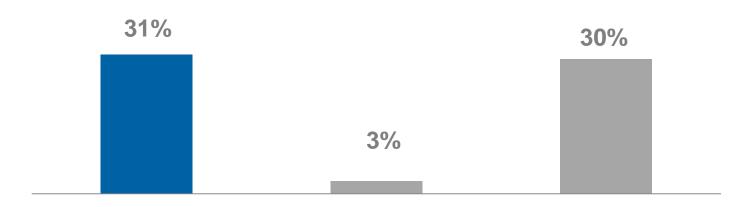






Strong Shareholder Return

Total Shareholder Return - 3 Years Ending 12/31/2018



	Clorox	Peers	S&P 500
Stock Appreciation	22%	-13%	23%
Dividend Yield	10%	16%	8%
Total Shareholder Return	31%	3%	30%
	31%		





Financial Performance



YTD FY19 Performance & FY19 Outlook

-0

YTD FY19

(6 months)

FY19 FY Outlook

(Feb 4 earnings call)

Sales (vs Year Ago)

~ 2% to 4%

Innovation: ~ +3%

Nutranext Acq. & Aplicare Div.: ~ +3%

F/X: ~ -3%

Diluted EPS from cont. ops (vs Year Ago)

\$6.20 to \$6.40 (-1 to +2%)

Gross Margin: about flat

Selling and Admin: ~14% of Sales

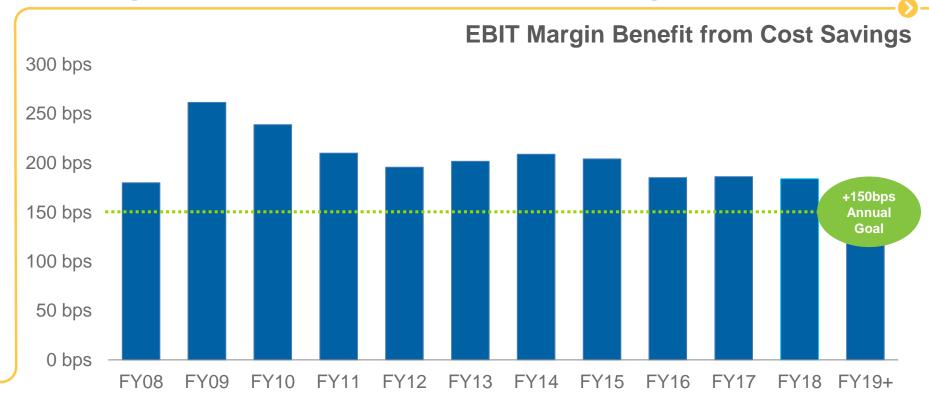
Adv & Promo: ~10% of Sales

Provisional

Effective Tax Rate: ~22%-23%

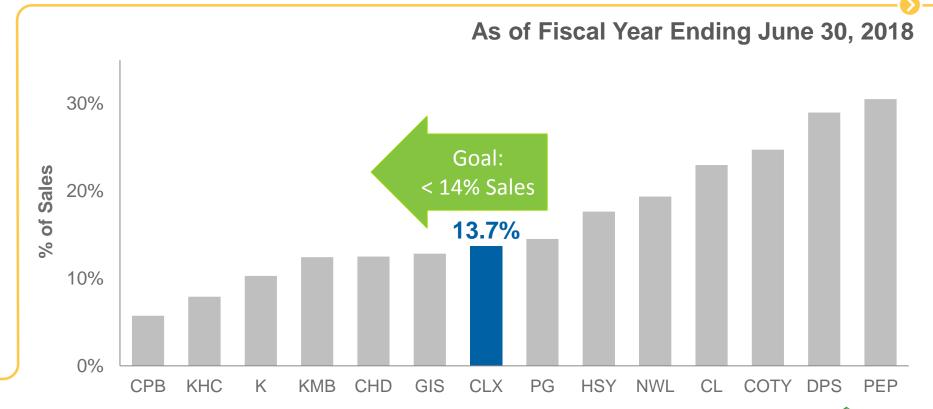


Strong Track Record of Cost Savings

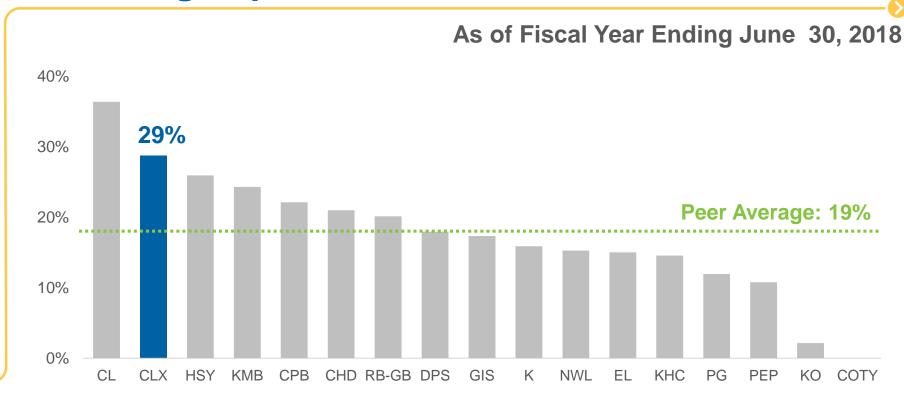




Continued Discipline on SG&A



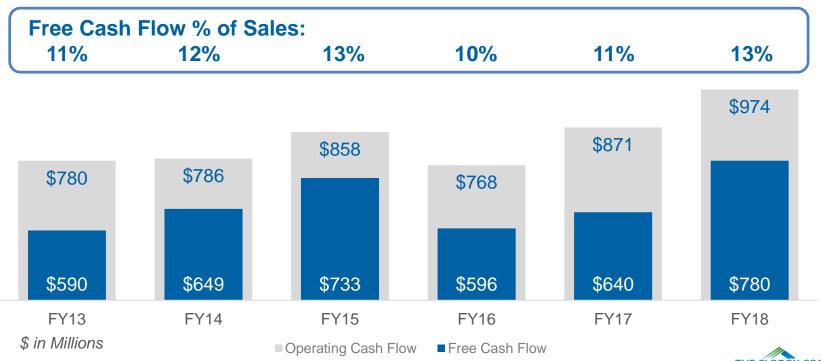
Delivering Top-Tier ROIC





Strong Free Cash Flow

Annual Free Cash Flow Goal raised to 11%-13% of Sales





Impact of Recent Tax Reform

- 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 22%
- FY19: Full year effective tax rate expected to be 22% to 23%
- Long term: effective tax rate expected to be mid twenties range (vs previous range of low to mid thirties pre-tax reform)



Use of Cash Priorities

1

2

Business Growth (includes targeted M&A)

Support Dividend

3

Free Cash Flow

4

Debt Leverage¹ (Target: 2.0 – 2.5x)

Share Repurchases



M&A Focus Unchanged

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Fast Growing

Strong, US Centric Brands

Strong Fit with Strategy & Capabilities

Margin Accretive



Evolving our Portfolio with Nutranext Acquisition









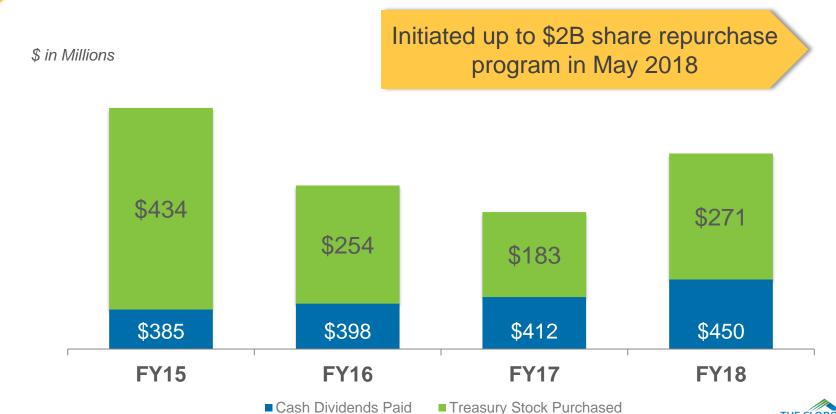
- Fast growing sub-segments within vitamins, minerals and supplement category
- Leading brands
- Attractive margins
- Leverages Clorox capabilities



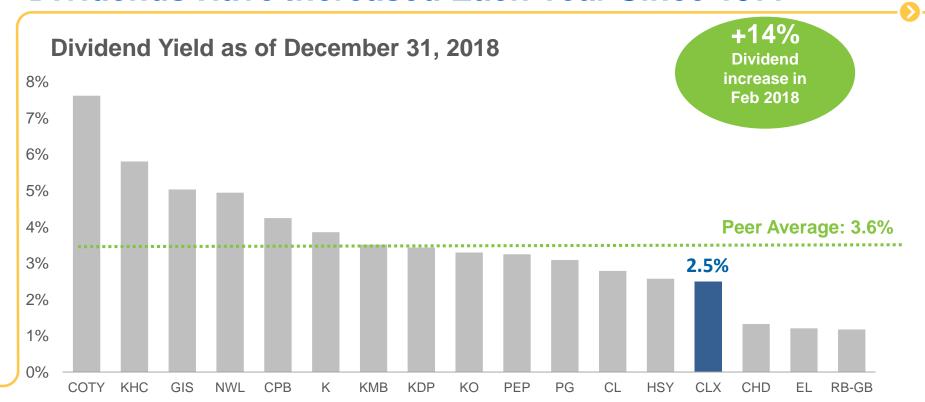
Share Source: SPINS Natural Latest 52 w/e 8 12 18; IRI MULO Latest 52 w/e 8 12 18. NeoCell #1 position in Collagen is MULO + Natural Channel combined. DTC: Direct to Consumer



Over \$2B Returned to Stockholders in the Last 4 Years



Healthy Dividend Growth... Dividends Have Increased Each Year Since 1977

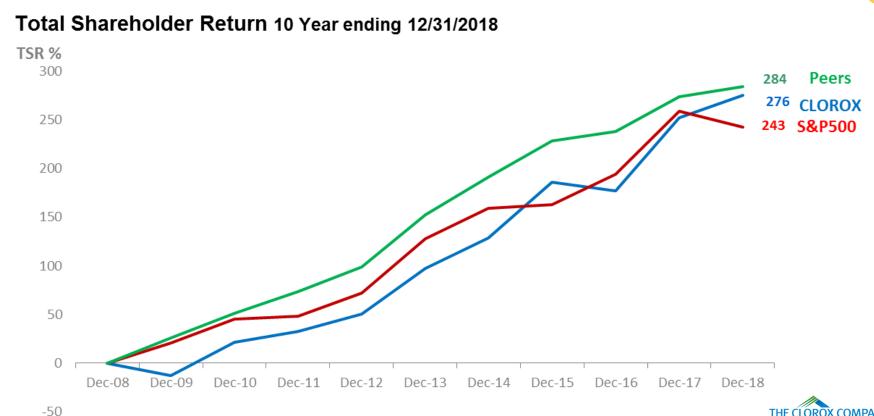




Long-Term Investment Case Remains Solid

- **-**♦
- 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)

Strong Shareholder Return





2020 Strategy



2020 Strategy: Drive Superior Consumer Value



Mission

We make everyday life better, every day

Objectives

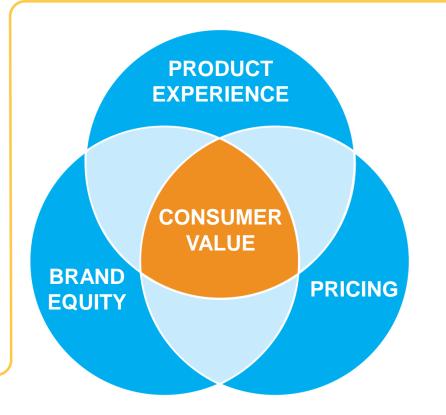
- Maximize economic profit
- Big-share brands in mid-sized categories and countries

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



Driving Superior Consumer Value



- Value is an outcome of:
 - Great brand equity
 - Differentiated products
 - The right pricing
- Executing with excellence by delivering seamless consumer experience in-store and online



Building Brand Equity

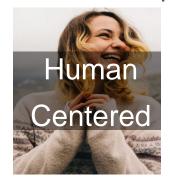
Evolving how we build Brands







Building Brands with Purpose



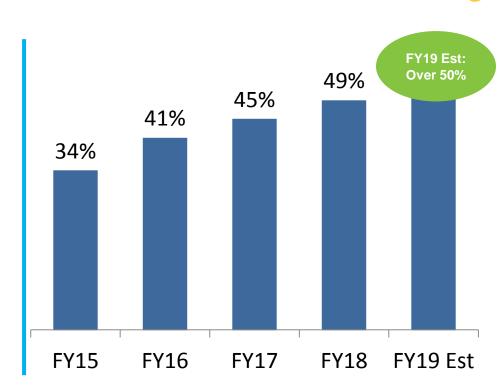






We Continue to Lean Into Digital Engagement

Clorox expects to invest over 50% of our media in digital





Our Partners Help Build World-Class Digital







Select Partners:



























































Innovation: Strong Track Record

Incremental Sales Growth from Product Innovation

(Last 12 months)





Solid Pipeline to Continue the Momentum

FY18



Clorox Disinfecting Wipes: Ultra Strength & Easy to Pull



Burt's Bees Cosmetics



Glad ForceFlex Plus Advanced Protection





Scentiva New Scents & Bathroom Cleaners

FY19 FH



Burt's Bees Charcoal Face Mask



Burt's Bees Liquid Lipstick



Burt's Bees Body Wash



Scentiva™: Fresh Brazilian Blossom

FY19 BH



Scentiva® Disinfecting Wet Mopping Cloths



Brita Premium Filtering Water Bottle



HVR Readyto-Eat Dips

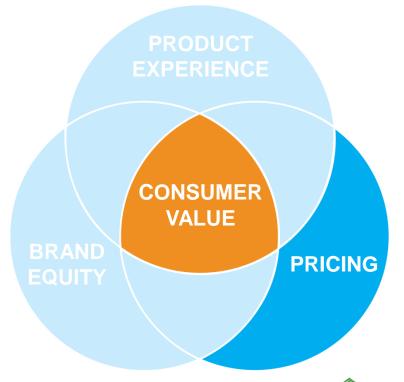


Clean Paws Low Track Litter

METWY 22.5 LB (11.7 lg)

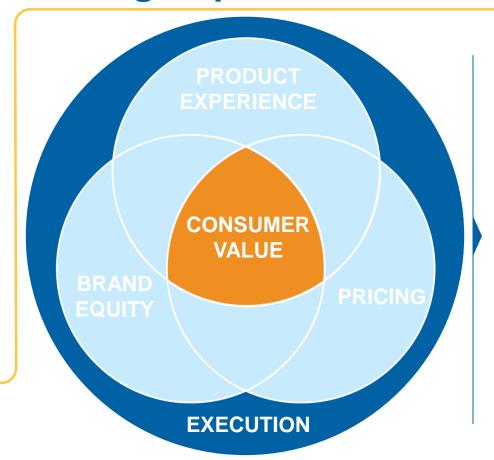
Strategic Approach to Pricing Guided by Consumer Value

- Price for value, considering all elements of consumer value
- Leverage value-added innovation as a pricing opportunity
- Strong track record of price increases over past 5 years





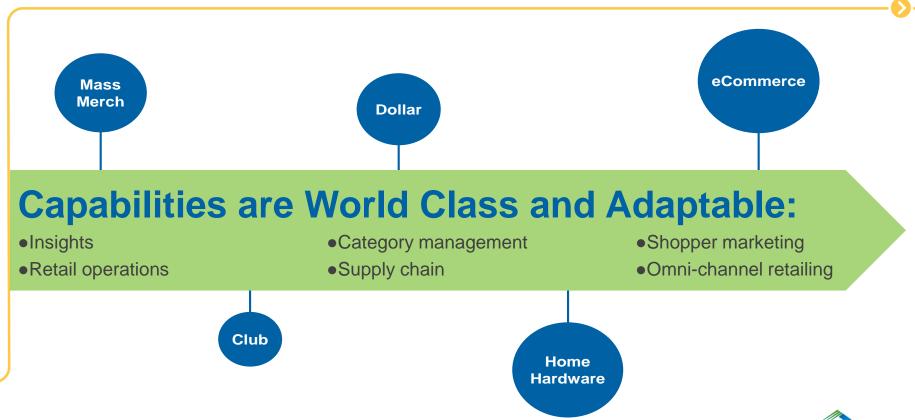
Driving Superior Consumer Value



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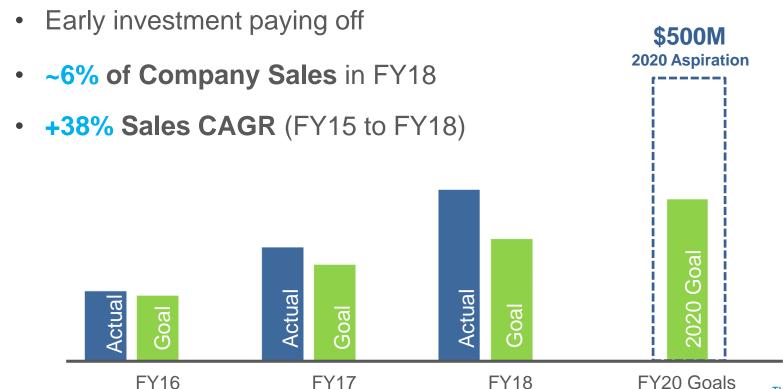


Strong Capabilities and Long History of Retail Success





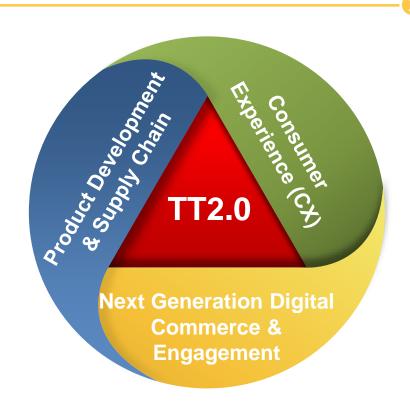
eCommerce Sales Well Ahead of Goals



Tech Transformation 1.0 to 2.0

eCommerce

Digital Marketing





2020 Strategy: Accelerate Portfolio Momentum



Mission

We make everyday life better, every day

Objectives

- Maximize economic profit
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- Engage our people as business owners



Portfolio Segmentation

High

Profit Margin Potential

FUEL



GROWTH





Low

High

Sales Growth Potential



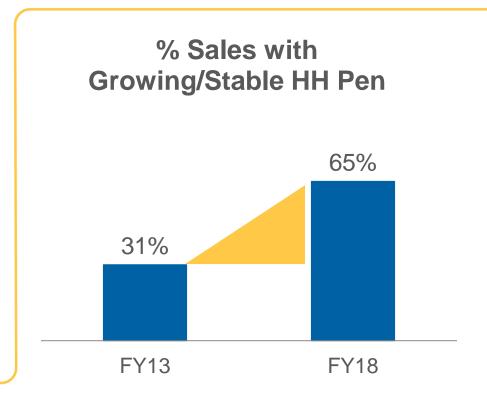
Fuel Brands Create Investment Dollars

Increasing demand spend





Investments Drive Household Penetration



65%

of portfolio has growing or stable household penetration



2020 Strategy: Fuel Growth by Reducing Waste



Mission

We make everyday life better, every day

Objectives

- Maximize economic profit
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Strategy

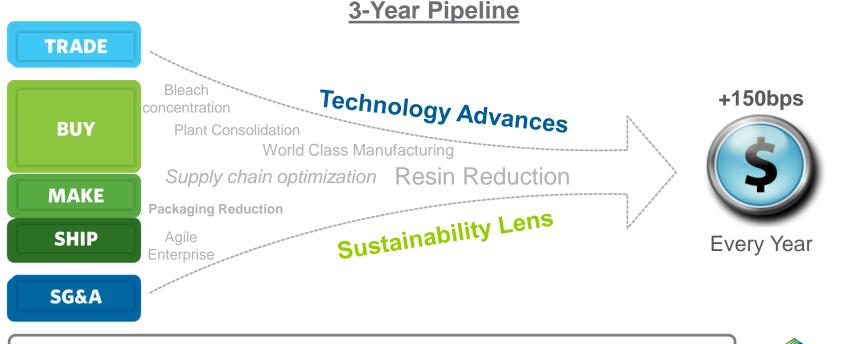
- Drive superior consumer value behind strong brand investment, innovation and technology transformation
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Cost Savings is in our DNA

-0

Over 10 years of +150bps EBIT Margin Benefit from Cost Savings (see slide 18)



THE CLOROX COMPANY

Mid-Sized Categories



International: 17%

Latin America 8%
Canada 4%
Australia / NZ 2%
Rest of World 3%

Lifestyle: 17%

Hidden Valley Food 9%

BURT'S
BEES Natural
Personal Care 4%

Water Filtration 3%

nutranext

Dietary

Supplements



Cleaning: 34%

110 11 Home Care 19%



Laundry 9%



Professional 6%

Household: 32%



Bags/Wraps 14%



Charcoal 9%



Cat Litter 7%



Digestive Health 2%



^{*} Note: Reflects results following April 2018 acquisition. Expect Nutranext to contribute ~3pts of sales in FY19.

Leading Brands in International

0

>80% of our brands in International are #1 or #2 in their market

Selected Countries/Categories:

	Country	Share Position
	Argentina Bleach	#1
a din	Argentina Laundry Additives	#1
» Siyuun	Hong Kong Bleach	#2
	Costa Rica Bleach	#1
	Malaysia Bleach	#1
	Saudi Arabia Bleach	#1
CLORUA	Mexico Bleach	#2
	Peru Bleach	#1
	Colombia Bleach	#2
Clorinda	Chile	#1

	Country	Share Position
4	Argentina	#2
poett.	Chile	#1
	Canada Trash Bags	#2
GLAD	Canada Food Wraps	#1
	New Zealand Food Protection	າ #1
	China* Food Protection	#1
	Hong Kong Food Protection	#1
Pme -Sol	Canada	#1
PLUMR	Canada	#1
Chux	Australia	#1
BURT'S BEES	Canada Natural Lip Care	#1



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

Mission

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Objectives

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Clorox Growth Culture Enables our 2020 Strategy



Growth Culture

2018 Growth Culture index:

79

- Decisive
- Empowered
- Accountable

- Consistent with Global High Performance Companies
- Well above Global Fast Moving Consumer Goods Companies

Source: Willis Towers Watson

Global High Performing Companies (Growth Culture Index 80): 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.

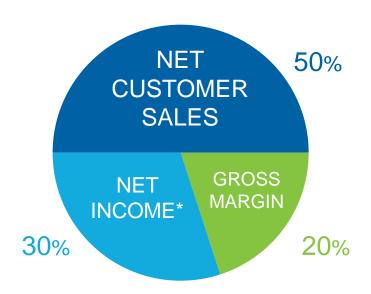
FMCG Norm (Growth Culture Index 73): Based on responses from more than 160,000 employees globally.



Employees Share in Rewards for Delivering Results



Short-term Incentives



Long-term Incentives





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

Sources:



¹ Willis Towers Watson

² Why Diversity and Inclusion Has Become a Business Priority, Josh Bersin, December 7, 2015

³ Diversity Matters, Vivian 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

Superior Employee Engagement

SUSTAINABLE ENGAGEMENT



World Class Levels

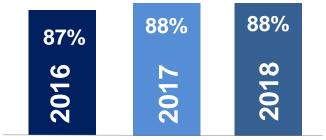
vs. Fast Moving
Consumer Goods

vs. Global High
Performing Companies

+7*

+2*

Higher than Peers



Growing over time

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.

We Cultivate Diversity Broadly to Generate Value



33%

Female Clorox Executive Committee Members

33%

Female Board Members

33%

Minority Board Members

Clorox Employee Resource Groups











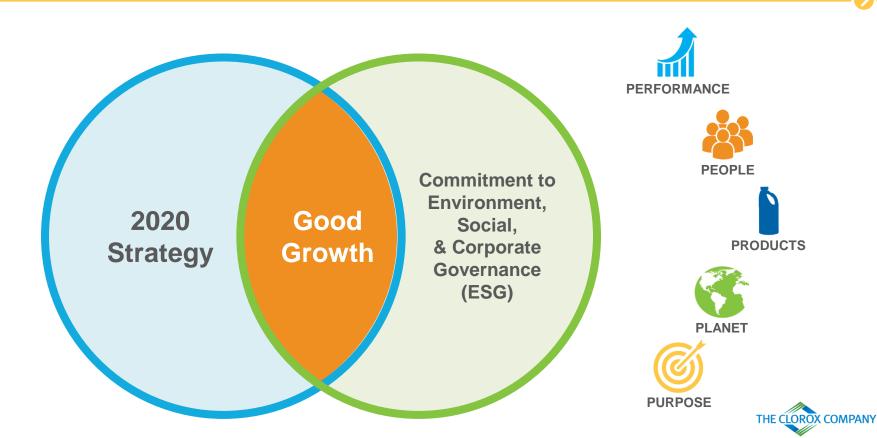








Good Growth: Profitable, Sustainable, Responsible



Making Our Products More Sustainable

Sustainability improvements to 49% of the portfolio*





On track to meet our goal of 50% product portfolio by 2020

Reducing Our Environmental Footprint



On track to meet or beat our goal of 20% reduction by 2020

Safeguarding Families and Communities

\$69 MILLION

Total Cash Grants and Donations FY13 to FY18

\$16 MILLION

Cash Equivalent Volunteer Hours CY12 to CY17





Appendix



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



Gross Margin Reconciliation

		Gross Margin Change vs. Prior Year (basis points)							
Driver		FY18							
	Q1	Q2	Q3	Q4	FY	Q1	Q2		
Cost Savings	+160	+170	+140	+120	+140	+130	+140		
Price Changes	+40	+30	+50	+50	+40	+90	+220		
Market Movement (commodities)	-90	-110	-160	-130	-130	-130	-120		
Manufacturing & Logistics	-80	-240	-220	-110	-160	-280	-190		
All other (1)	+20	-20	+70	-100	+10	+40	+20		
Change vs prior year	+50	-170	-120	-170	-100	-150	+70		
Gross Margin (%)	44.9%	43.0%	42.8%	44.0%	43.7%	43.4%	43.7%		

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



Reportable Segments (unaudited)

Dollars in Millions

			Net	sales			95 (10532		e taxes	
		1	Three Mo	nths Ended				Three Mo	nths Ended	
	12/3	31/2018	12/3	31/2017	% Change (1)	12.5	31/2018	12/	31/2017	% Change ⁽¹⁾
Cleaning	S	500	\$	472	6%	\$	135	\$	121	12%
Household		393		410	-4%		48		54	-15%
Lifestyle		335		268	25%		78		69	13%
International		245		266	-8%		25		23	9%
Corpo rate		_		_			(60)		(40)	50%
Total	\$	1,473	\$	1,416	4%	\$	224	\$	227	-1%

	53	

			111	t suite s	
			Six Mo	nths Ended	
	12	/31/2018	12	/31/2017	% Change ⁽¹⁾
Cleaning	\$	1,071	\$	1,031	4%
Household		835		851	-2%
Lifestyle		644		514	25%
International		486		520	-7%
Corporate		-			
Total	\$	3,038	\$	2,916	4%
TOTAL	-	3,030	4	2,010	

Earnings (losses) from continuing operations before income taxes

Farnings (losses) from continuing operations before

		Six Mont	ths Ended	
12/3	1/2018	12/3	31/2017	% Change ⁽¹⁾
\$	315	\$	293	8%
	105		127	-17%
	140		133	5%
	53		46	15%
	(121)		(93)	30%
\$	492	\$	506	-3%



⁽¹⁾ Percentages based on rounded numbers.

Return on Invested Capital (ROIC) Reconciliation

Dollars in millions and all calculations based on rounded numbers		
	F	Y18
Earnings from continuing operations before income taxes	\$	1,054
Interest expense		85
Earnings from continuing operations before income taxes and interest expense	\$	1,139
Income taxes on earnings from continuing operations before		
income taxes and interest expense (2)	\$	(249)
Adjusted after-tax profit	\$	890
Average invested capital (3)	\$	3,095
Return on invested capital (1)		29%



⁽¹⁾ 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.

⁽²⁾ The tax rate applied is the effective tax rate on continuing operations, which was 31.9%.

⁽³⁾ Average invested capital represents a five quarter average of total assets less non-interest bearing liabilities.

Return on Invested Capital (ROIC) Reconciliation

Dollars in millions and all calculations based on rounded numbers

(Amounts shown below are five quarter averages)	FY18
Total assets	\$ 4,887
Less: non-interest bearing liabilities	 (1,792)
Average invested capital	\$ 3,095

