

The Clorox Company

Supplemental Information – Volume Growth

Reporting Segment	% Change vs. Prior Year							Major Drivers of Change
	FY11 ⁽²⁾					FY12		
	Q1	Q2	Q3	Q4	FY	Q1	YTD	
Cleaning	1%	-6%	4%	4%	1%	-1%	-1%	Q1 decrease primarily driven by lower shipments of Clorox [®] laundry additives due to the impact of price increases and category weakness, partially offset by increased merchandising of Clorox [®] disinfecting products.
Household	-9%	-1%	-3%	2%	-2%	5%	5%	Q1 increase primarily driven by higher shipments of Fresh Step [®] and Scoop Away [®] cat litter due to new product innovation, and increased large-size product merchandising of Kingsford [®] charcoal.
Lifestyle ⁽¹⁾	1%	3%	3%	3%	3%	6%	6%	Q1 increase primarily driven by higher shipments of Burt's Bees [®] natural personal care products due to new product innovation and international expansion and growth behind the new Brita [®] on-the-go bottle.
International	-2%	3%	0%	0%	0%	3%	3%	Q1 increase primarily driven by growth in Argentina and business expansion in Asia and the Middle East.
Total Company	-2%	-2%	1%	2%	0%	2%	2%	

Supplemental Information – Sales Growth

Reporting Segment	% Change vs. Prior Year							Major Drivers of Change
	FY11 ⁽²⁾					FY12		
	Q1	Q2	Q3	Q4	FY	Q1	YTD	
Cleaning	-1%	-6%	3%	4%	0%	-2%	-2%	Q1 variance between changes in volume and sales was primarily driven by unfavorable product mix, partially offset by the benefit of price increases.
Household	-7%	-4%	-3%	1%	-3%	3%	3%	Q1 variance between changes in volume and sales was primarily driven by higher trade-promotion spending and unfavorable product mix, partially offset by the benefit of price increases.
Lifestyle ⁽¹⁾	1%	3%	0%	5%	2%	6%	6%	Q1 sales growth reflects the benefit of price increases, offset by unfavorable product mix and higher trade-promotion spending.
International	-2%	-1%	8%	9%	3%	9%	9%	Q1 variance between volume and sales was primarily driven by the benefit of price increases and favorable foreign currency exchange rates, partially offset by unfavorable product mix.
Total Company	-3%	-3%	1%	4%	0%	3%	3%	

⁽¹⁾ Lifestyle includes results of the worldwide Burt's Bees business.

⁽²⁾ Fiscal 2011 volume and sales percentage changes for the Cleaning and International reportable segments and Total Company reflect the reclassification of the Auto Care businesses to discontinued operations in Q1 fiscal 2011.