

## The Clorox Company

### Supplemental Information – Gross Margin Drivers

The table below provides details on the drivers of the gross margin change versus the prior year.

Driver	Gross Margin Change vs. Prior Year (basis points)							
	FY11					FY12		
	Q1	Q2	Q3	Q4	FY	Q1	Q2	Q3
Cost Savings	+200	+180	+180	+110	+170	+160	+180	+160
Price Changes	+80	+100	+60	+70	+80	+170	+240	+250
Market Movement (commodities)	-180	-150	-150	-170	-160	-320	-240	-200
Manufacturing & Logistics <sup>(1)</sup>	+20	-60	-70	-40	-30	-220	-170	-200
All other <sup>(2)</sup>	-160	-250	-70	-50	-140	-40	-30	-190
<b>Change vs prior year</b>	<b>-40</b>	<b>-180</b>	<b>-50</b>	<b>-80</b>	<b>-80</b>	<b>-250</b>	<b>-20</b>	<b>-180</b>
<i>Gross Margin (%)</i>	<i>44.3%</i>	<i>41.7%</i>	<i>44.1%</i>	<i>43.5%</i>	<i>43.5%</i>	<i>41.7%</i>	<i>41.5%</i>	<i>42.3%</i>

(1) "Manufacturing & Logistics" includes the change in the cost of diesel fuel.

(2) "All Other" includes all other drivers of gross margin change. Examples of drivers included: volume change, product mix, trade and consumer spending, restructuring and acquisition-related costs, foreign currency, etc. If a driver included in all other is deemed to be material in a given period, it will be disclosed as part of the company's earnings release.