

The Clorox Company

Supplemental Information – Gross Margin Drivers

The table below provides details on the drivers of 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	Q4	FY
Cost Savings	+200	+180	+180	+110	+170	+160	+180	+160	+150	+160
Price Changes	+80	+100	+60	+70	+80	+170	+240	+250	+230	+220
Market Movement (commodities)	-180	-150	-150	-170	-160	-320	-240	-200	-110	-220
Manufacturing & Logistics ⁽¹⁾	+20	-60	-70	-40	-30	-220	-170	-200	-140	-180
All other ⁽²⁾	-160	-250	-70	-50	-140	-40	-30	-190	-210	-120
Change vs prior year	-40	-180	-50	-80	-80	-250	-20	-180	-80	-140
<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>41.8%</i>	<i>41.5%</i>	<i>42.3%</i>	<i>42.7%</i>	<i>42.1%</i>

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

(2) "All other" in Q4 FY12 includes other supply chain, primarily due to higher employee incentive compensation costs (-100 bps), product mix (-80 bps) and higher trade-promotion spending (-50 bps).