

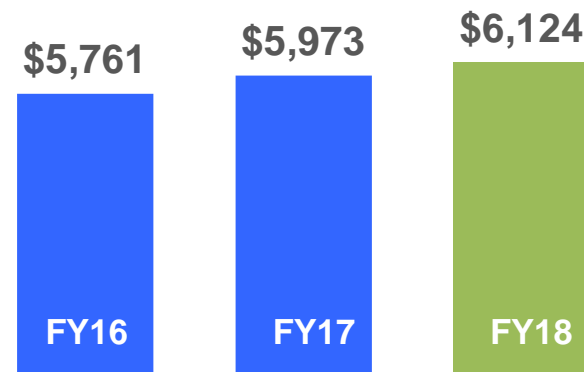


The Clorox Company is a leading multinational manufacturer and marketer of consumer and professional products with fiscal year 2018 net sales of \$6.1 billion and approximately 8,700 employees worldwide as of June 30, 2018. More than 80% of the Company's sales are generated from brands that hold the No.1 or No.2 market share positions in their categories. The Company was founded in Oakland, California in 1913 and is incorporated in Delaware.

FINANCIAL TRENDS 2016 - 2018

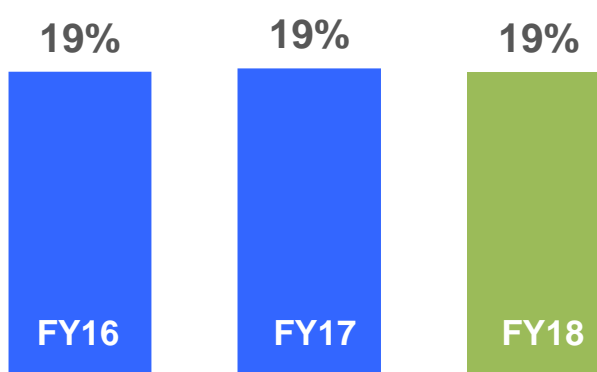
Net Sales

(continuing operations, \$ millions)



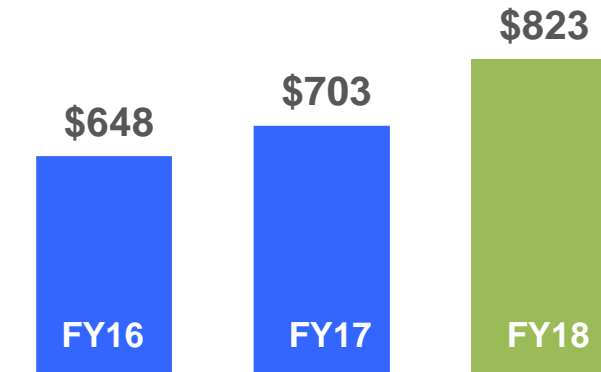
EBIT Margin¹

(continuing operations)



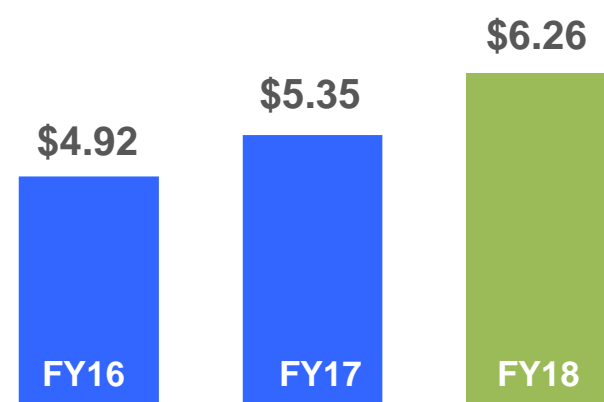
Net Earnings

(continuing operations, \$ millions)



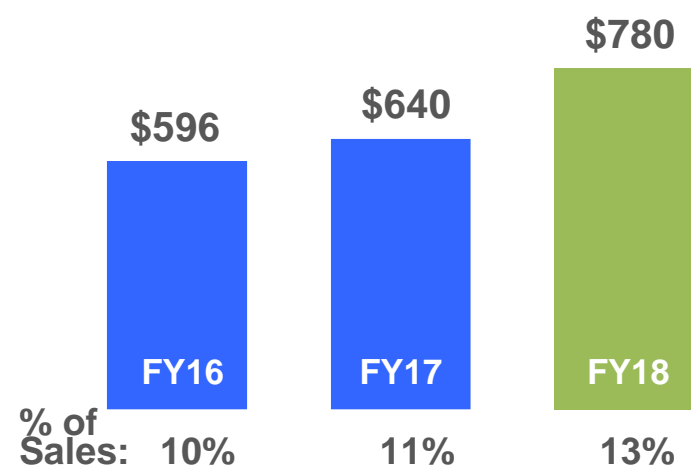
Diluted Net Earnings Per Share

(continuing operations)



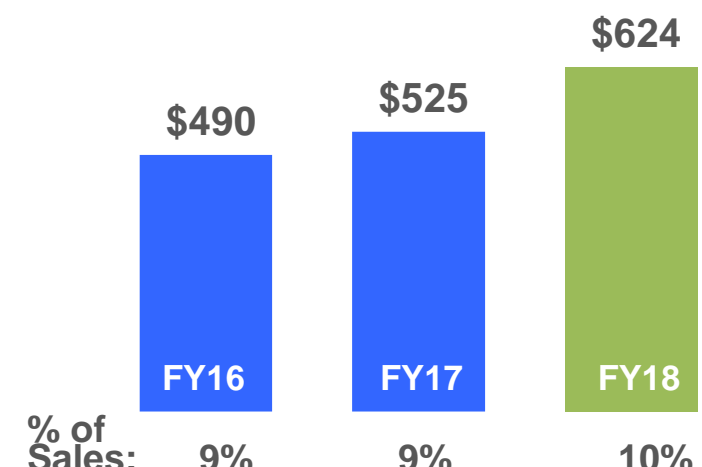
Free Cash Flow²

(continuing operations, \$ millions)



Economic Profits³

(continuing operations, \$ millions)



1. Earnings from continuing operations before interest and taxes (EBIT), a non-GAAP measure, represents earnings from continuing operations before income taxes, interest income and interest expense. EBIT margin is the ratio of EBIT to net sales. See reconciliation of EBIT and the calculation of EBIT margin under quarterly results in the financial information section of the company's website (www.thecloroxcompany.com) for the fiscal years ended June 30, 2018 and 2017.

2. Free cash flow, a non-GAAP measure, is defined by the company as net cash provided by continuing operations less capital expenditures related to continuing operations. See reconciliation of free cash flow under quarterly results in the financial information section of the company's website (www.thecloroxcompany.com) for the fiscal years ended June 30, 2018 and 2017.

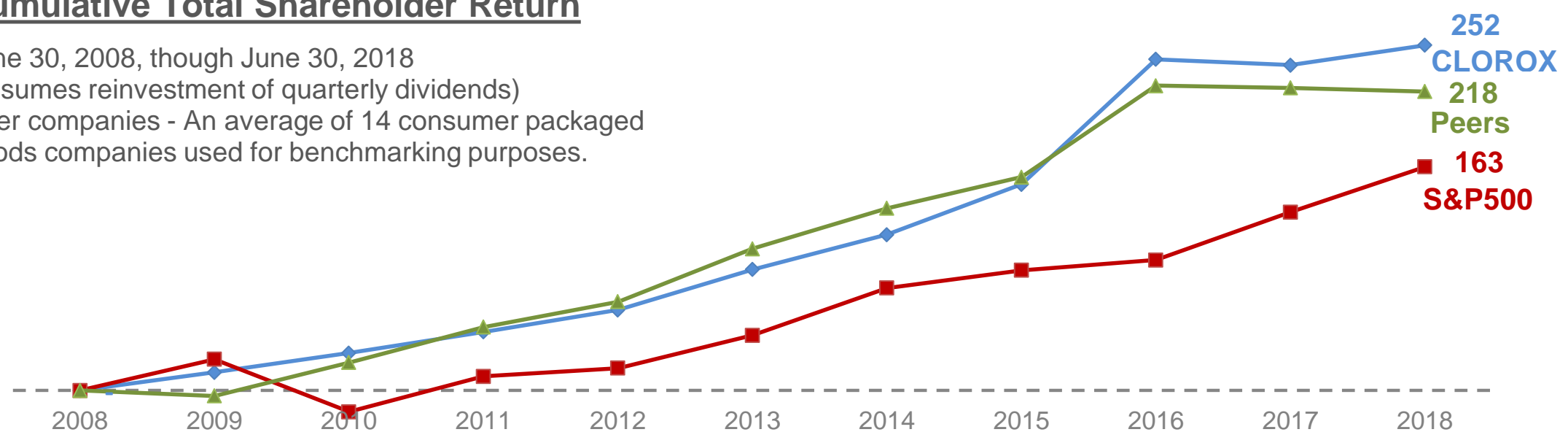
3. Economic profit (EP), a non-GAAP measure, is defined by the company as earnings from continuing operations before income taxes, excluding non-cash U.S. GAAP restructuring and intangible asset impairment charges, and interest expense; less income taxes (calculated utilizing the Company's effective tax rate), and less a capital charge (calculated as average capital employed multiplied by a cost of capital percentage rate). See reconciliation of EP under SEC filings in the financial information section of the company's website (www.thecloroxcompany.com) for the fiscal years ended June 30, 2018, 2017, and 2016.

Cumulative Total Shareholder Return

June 30, 2008, through June 30, 2018

(assumes reinvestment of quarterly dividends)

Peer companies - An average of 14 consumer packaged goods companies used for benchmarking purposes.



STRATEGIES & GOALS

STRATEGIES

- ◆ Engage our people as business owners
- ◆ 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 the work, products and supply chain

LONG-TERM ANNUAL FINANCIAL GOALS

- ◆ Sales growth: 3% to 5%
- ◆ EBIT margin improvement: +25 bps to +50 bps
- ◆ Free Cash Flow: 11% to 13% of net sales



THE CLOROX PORTFOLIO

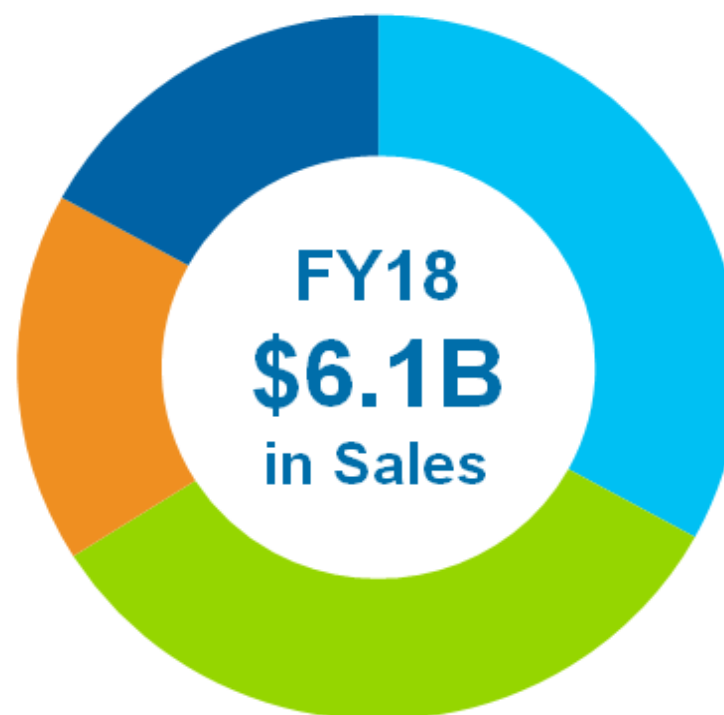
Fiscal Year 2018 Net Sales of \$6.1 billion - by Segment and Category (Continuing Operations)

International: 17%

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

Lifestyle: 17%

Hidden Valley	9%
BURT'S BEES	4%
BRITA	3%
Nutranext	1%*



Cleaning: 34%

Pine Sol	Home Care	19%
CLOROX	Laundry	9%
CLOROX HEALTHCARE*	Professional	6%

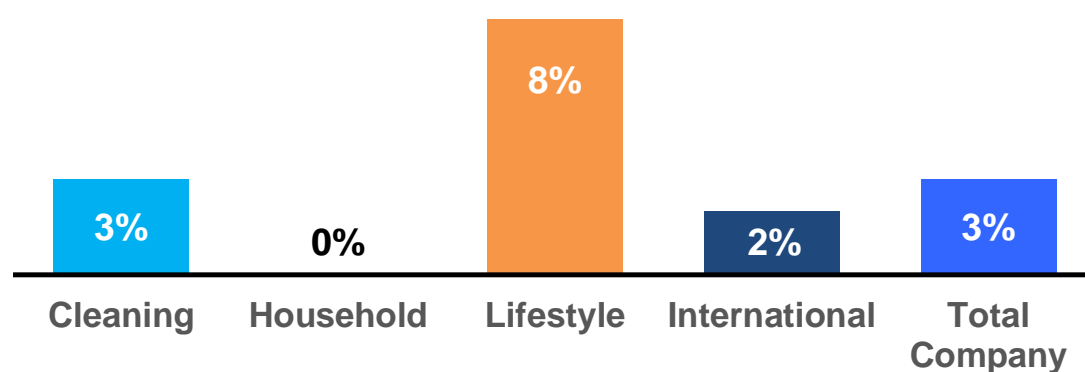
Household: 32%

GLAD	14%
KINGSFORD	9%
Fresh Step	7%
Renew Life	2%

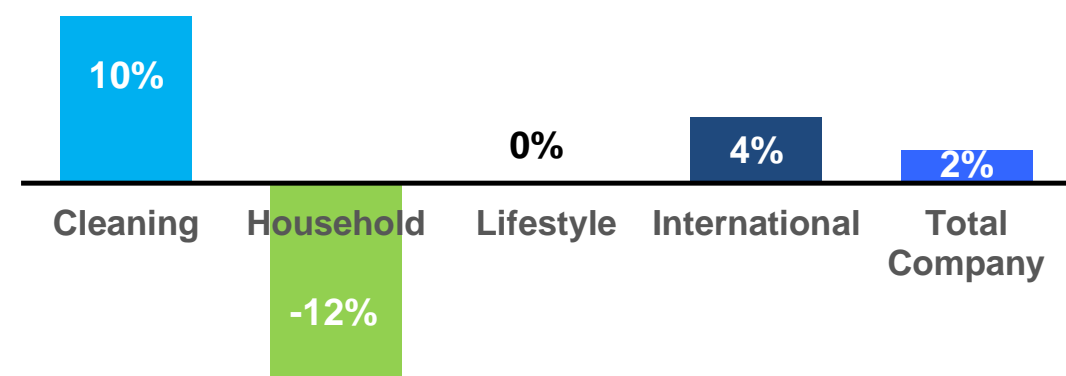
Note: Reflects results following April 2018 acquisition. Expect Nutranext to contribute ~3pts of sales in FY19

Fiscal Year 2018 Key Results by Segment (Continuing Operations)

Net Sales (Growth)



Earnings Before Income Taxes (Growth)



Note: All comparisons are with fiscal year 2017. Corporate segment is not shown.

Share Leadership

Leadership Brands – Home Care

Clorox Disinfecting Wipes	#1	53%
Clorox Toilet Bowl Cleaners	#1	42%
Pine-Sol	#1	28%
Clorox Clean-Up Spray	#1	24%
Liquid-Plumr	#2	25%
Tilex / Clorox (Specialized sprays)	#2	25%

Other Leadership Brands

Kingsford / Matchlight	#1	73%
Brita	#1	52%
Clorox Bleach	#1	60%
Hidden Valley Salad Dressings	#1	23%
Clorox 2 for Colors	#2	23%
Fresh Step /Scoop Away	#2	24%
Glad Trash Disposal/Food Storage	#2	17%

Source: IRI US Multi-Outlet Dollar Share; 52 weeks ended 06/17/2018

CONTACT INFORMATION

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