



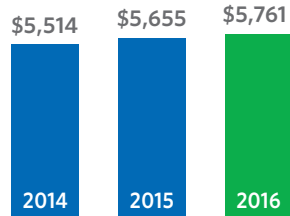
The Clorox Company is a leading manufacturer and marketer of consumer products with fiscal year 2016 net sales of \$5.8 billion. With approximately 8,000 employees worldwide, the company manufactures products in more than a dozen countries and markets them in more than 100 markets.

FINANCIAL TRENDS 2014 - 2016

(Adjusted to reflect Clorox Venezuela reclassified to Discontinued Operations)

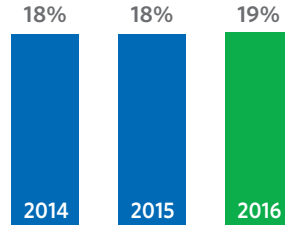
Net Sales

(continuing operations, in millions)



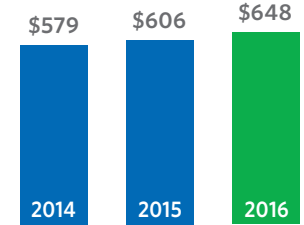
EBIT Margin¹

(continuing operations)



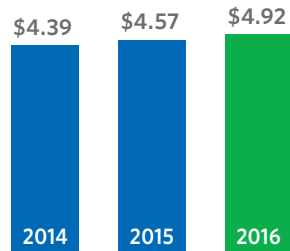
Net Earnings

(continuing operations, in millions)



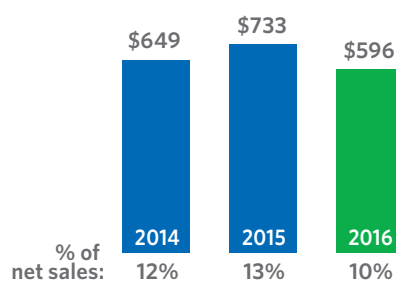
Diluted Net Earnings Per Share

(continuing operations)



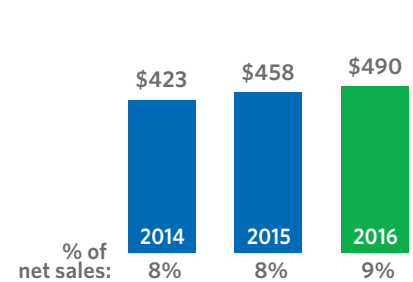
Free Cash Flow²

(continuing operations, in millions)



Economic Profits³

(continuing operations, in millions)



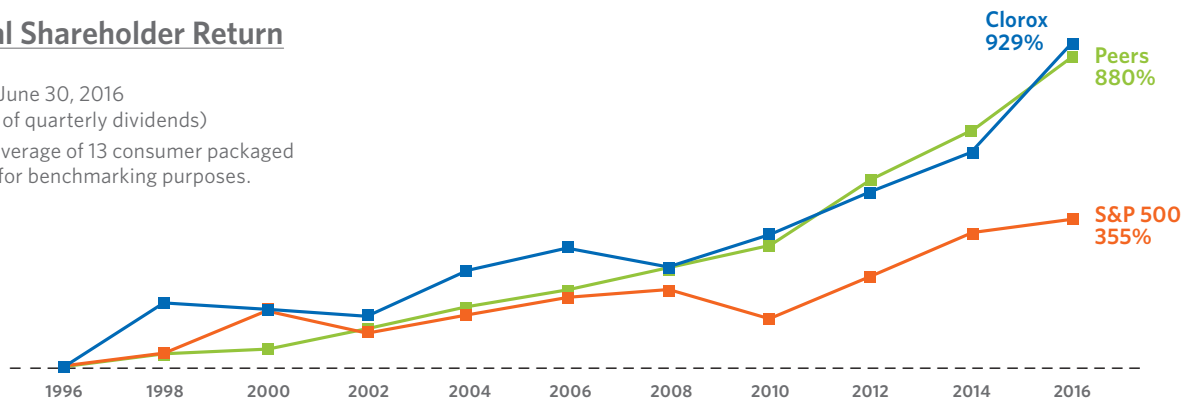
- Earnings Before Interest and Taxes (EBIT), a non-GAAP measure, represents earnings from continuing operations before income taxes, excluding interest income and interest expense. EBIT margin is the ratio of EBIT to net sales. See reconciliation of EBIT and the calculation of EBIT margin in the Financial Information Quarterly Results section of the company's website (www.thecloroxcompany.com) for the fiscal years ended June 30, 2016 and 2015.
- Free cash flow is a non-GAAP measure defined by the company as net cash provided by continuing operations less capital expenditures. See reconciliation of free cash flow in the Financial Information Quarterly Results section of the company's website (www.thecloroxcompany.com) for the fiscal years ended June 30, 2016 and 2015.
- Economic profit (EP), a non-GAAP measure, is defined by the company as earnings from continuing operations before income taxes, noncash U.S. GAAP restructuring, intangible asset impairment costs and interest expense; less an amount of tax based on the effective tax rate and less a charge equal to average capital employed multiplied by a cost of capital rate. See reconciliation of EP in the Financial Information SEC Filings section of the company's website (www.thecloroxcompany.com) for the fiscal years ended June 30, 2016, 2015 and 2014.

Cumulative Total Shareholder Return

June 30, 1996, through June 30, 2016

(assumes reinvestment of quarterly dividends)

Peer companies — An average of 13 consumer packaged goods companies used for benchmarking purposes.



STRATEGIES & GOALS

STRATEGIES

- ◆ Engage our people as business owners
- ◆ Increase brand investment behind superior value and more targeted innovation
- ◆ Grow into profitable new categories, channels and countries
- ◆ Fund growth by reducing waste in our work, products and supply chain

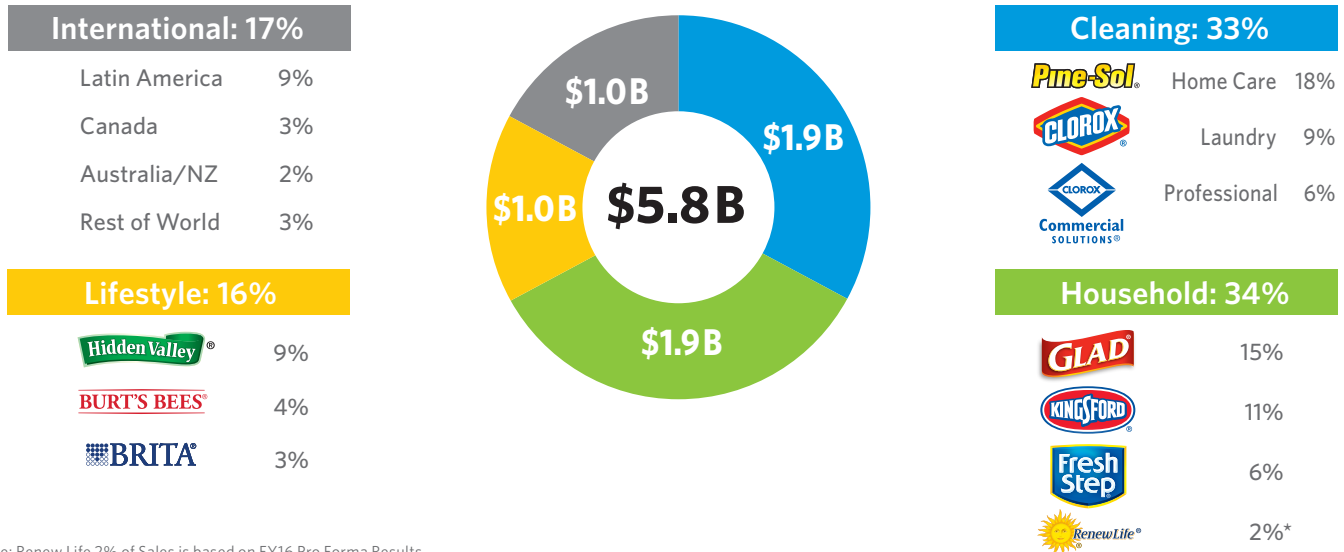
LONG-TERM ANNUAL FINANCIAL GOALS

- ◆ Sales growth: 3% to 5%
- ◆ EBIT margin improvement: +25 bps to +50 bps
- ◆ Free Cash Flow: 10% to 12% of sales



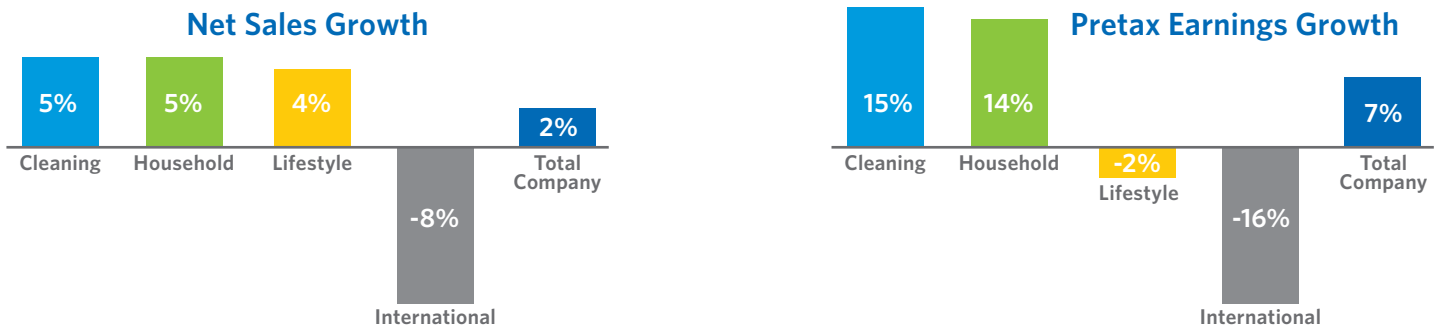
THE CLOROX PORTFOLIO

Fiscal 2016 Net Sales of \$5.8 billion — by Segment and Category (Continuous Operations)



Note: Renew Life 2% of Sales is based on FY16 Pro Forma Results.

Fiscal 2016 Key Results by Segment (Continuous Operations)



Note: All comparisons are with fiscal year 2015. Corporate segment is not shown.

Share Leadership

Leadership Brands — Home Care

Clorox Disinfecting Wipes	#1	53%
Clorox Toilet Bowl Cleaners	#1	38%
Pine-Sol	#1	29%
Clorox Clean-Up Spray	#1	24%
Liquid-Plumr	#2	30%
Tilex/Clorox (Specialized Sprays)	#2	22%

Other Leadership Brands

Kingsford/Match Light	#1	75%
Brita	#1	56%
Clorox Bleach	#1	59%
Hidden Valley Salad Dressings	#1	22%
Clorox 2 for Colors	#2	27%
Fresh Step/Scoop Away	#2	23%
Glad Disposal/Food Storage	#2	18%

Source: IRI U.S. Multi-Outlet Dollar Share; 52 weeks ended 06/19/2016.

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