

The Clorox Company

Supplemental Information – Volume Growth

Reportable Segment	% Change vs. Prior Year								Major Drivers of Change
	FY11 ⁽²⁾					FY12 ⁽²⁾			
	Q1	Q2	Q3	Q4	FY	Q1	Q2	YTD	
Cleaning	1%	-6%	4%	4%	1%	-1%	0%	-1%	Q2 primarily driven by higher shipments in the Away From Home business and Clorox® disinfecting bathroom cleaners, offset by lower shipments due to the impact of price increases in Laundry.
Household	-9%	-1%	-3%	2%	-2%	5%	1%	3%	Q2 increase primarily driven by higher shipments of Fresh Step® and Scoop Away® cat litter due to new product innovation, partially offset by lower shipments of Glad® products due to the impact of pricing.
Lifestyle ⁽¹⁾	1%	3%	3%	3%	3%	6%	2%	4%	Q2 increase primarily driven by growth behind the new Brita® on-the-go bottle and higher shipments of Burt's Bees® natural personal care products due to new product innovation.
International	-2%	3%	0%	0%	0%	3%	-1%	1%	Q2 decrease primarily driven by lower shipments in Latin America.
Total Company	-2%	-2%	1%	2%	0%	2%	0%	1%	

Supplemental Information – Sales Growth

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

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

⁽²⁾ Volume and sales growth 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 for all periods presented.