

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)									
	FY12					FY13				
	Q1	Q2	Q3	Q4	FY	Q1	Q2	Q3	Q4	FY
Cost Savings	+160	+180	+160	+150	+160	+170	+190	+150	+150	+160
Price Changes	+170	+240	+250	+230	+220	+160	+120	+110	+120	+120
Market Movement (commodities) ⁽¹⁾	-320	-240	-200	-110	-220	-10	-10	-20	-20	-20
Manufacturing & Logistics ⁽¹⁾	-220	-170	-200	-140	-180	-70	-200	-250	-140	-170
All other	-40	-30	-190	-210	-120	-140	-	-10	+20	-10
Change vs prior year	-250	-20	-180	-80	-140	+110	+100	-20	+130	+80
<i>Gross Margin (%)</i>	<i>41.8%</i>	<i>41.5%</i>	<i>42.3%</i>	<i>42.7%</i>	<i>42.1%</i>	<i>42.9%</i>	<i>42.5%</i>	<i>42.1%</i>	<i>44.0%</i>	<i>42.9%</i>

(1) Market Movement (commodities) beginning in Q1 FY13 includes the change in the cost of diesel fuel. In FY12, the change in the cost of diesel fuel is included in Manufacturing & Logistics.