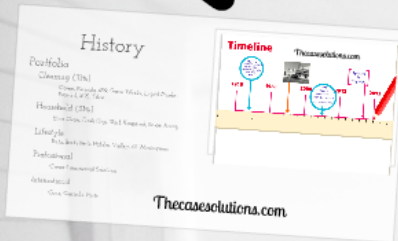
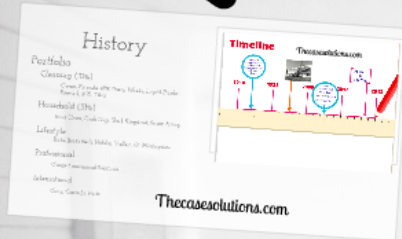


# The Clorox Company: Leveraging Green for Growth



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# Timeline

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May 1913  
Company founded in  
Oakland by 5  
entrepreneurs who  
each invest  
\$100.

1910

1928

2000

2000:  
Fortune 500  
2004: Glad  
2007: Burt's Bee's  
2009: Green Works

2012

[  
Aplicare  
&  
Soy Vay  
]

2013



# History

## Portfolio

### Cleaning (31%)

Clorox, Formula 409, Green Works, Liquid Pumber, Pine-Sol, SOS, Tilex

### Household (31%)

Ever Clean, Fresh Step, Glad, Kingsford, Scoop Away

### Lifestyle

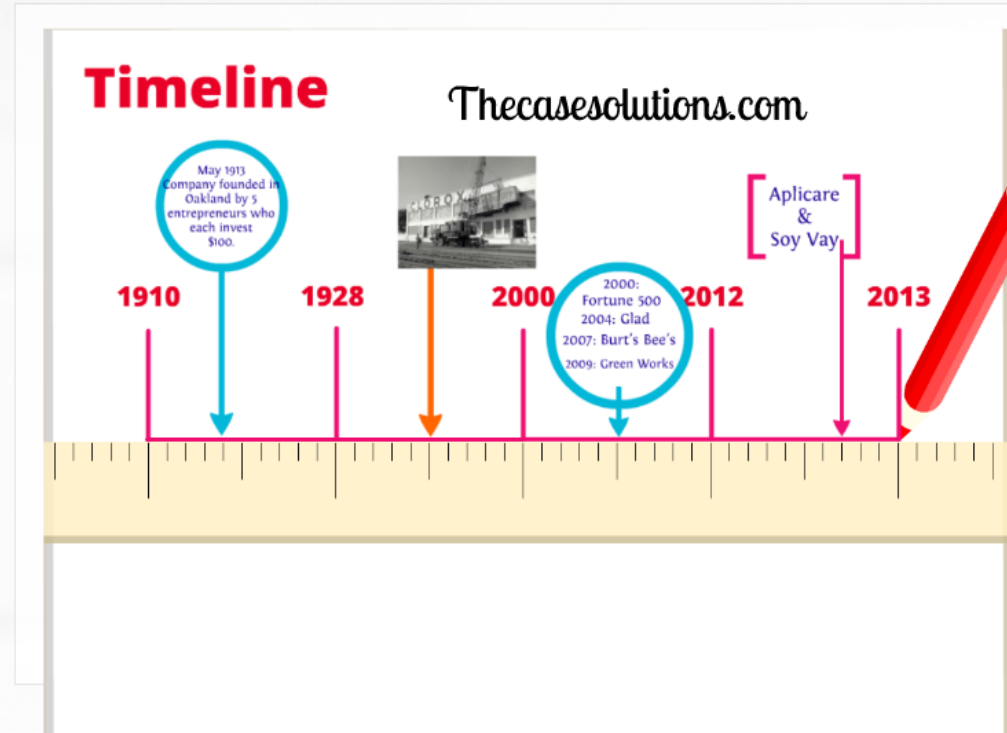
Brita, Burt's Bee's, Hidden Valley, KC Masterpiece

### Professional

Clorox Commercial Solutions

### International

Chux, Clorinda, Poett



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# PEST Analysis

## Political

FTC

- Household Product Labeling and Disclosure Act

Chemical Facility Anti-Terrorism Standards

## Environmental

LEED Environmentally Safe Buildings

Green Works

## Socio-Cultural

Megatrends

Sustainability

Health & Wellness

Afforability

Multi-Culturalism

## Technological

Interactive Ad campaigns

State-of-the-Art Chemical Processing

# SWOT

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Strengths

Weaknesses

Opportunities

Threats

Diversified Portfolio

First Mover

ERG Programs

Good

Dividends

Many Suppliers

Branded Products

Clorox Wipes

Fragancia

Dividends

Loyalty

Majority of Sales are in North American Markets

Weak R & D

Subway Wipes

Latin America

Turkey

Pine-Sol Swiffer

Hispanics in US

Laundry

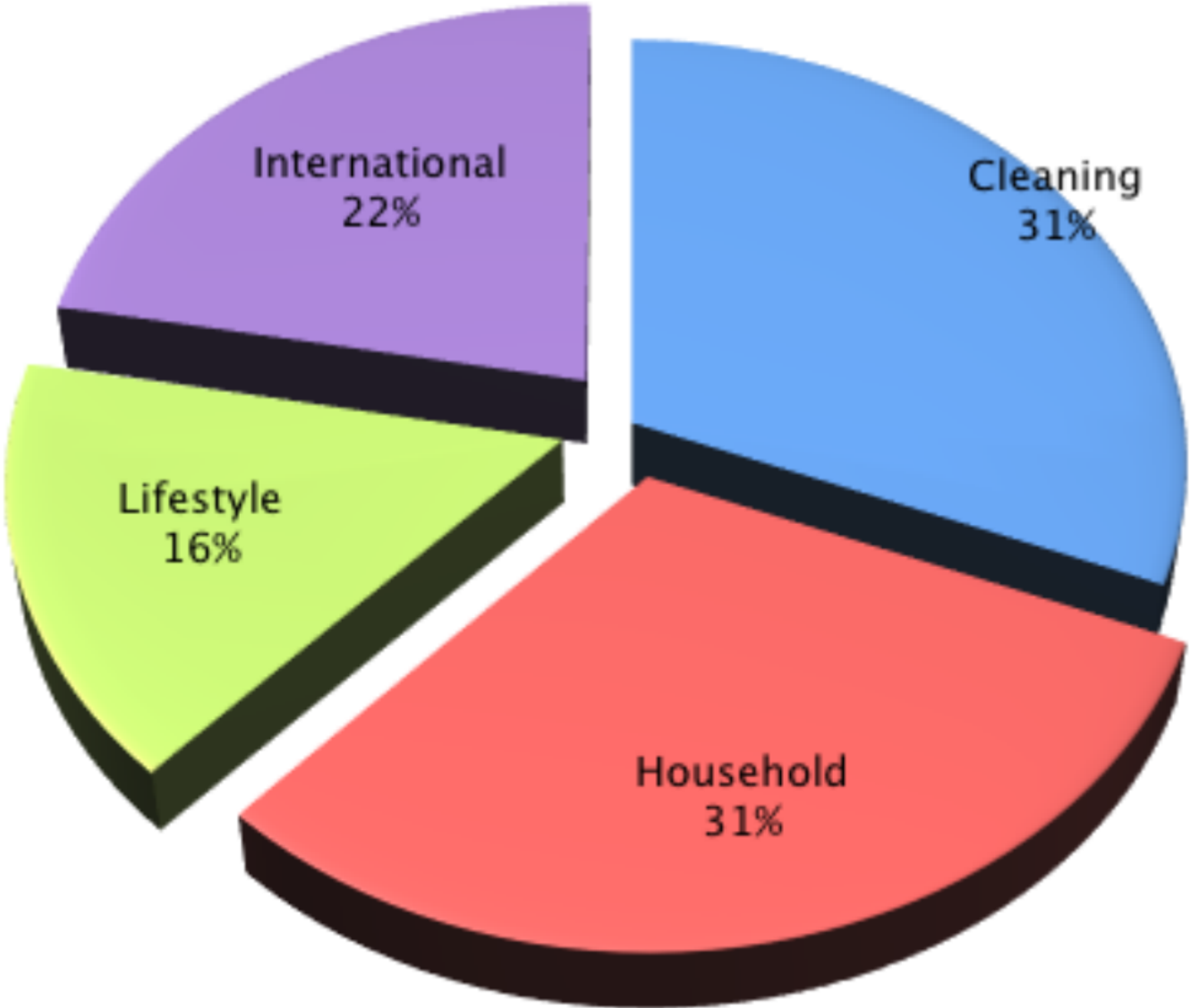
Germophobes

International Suppliers

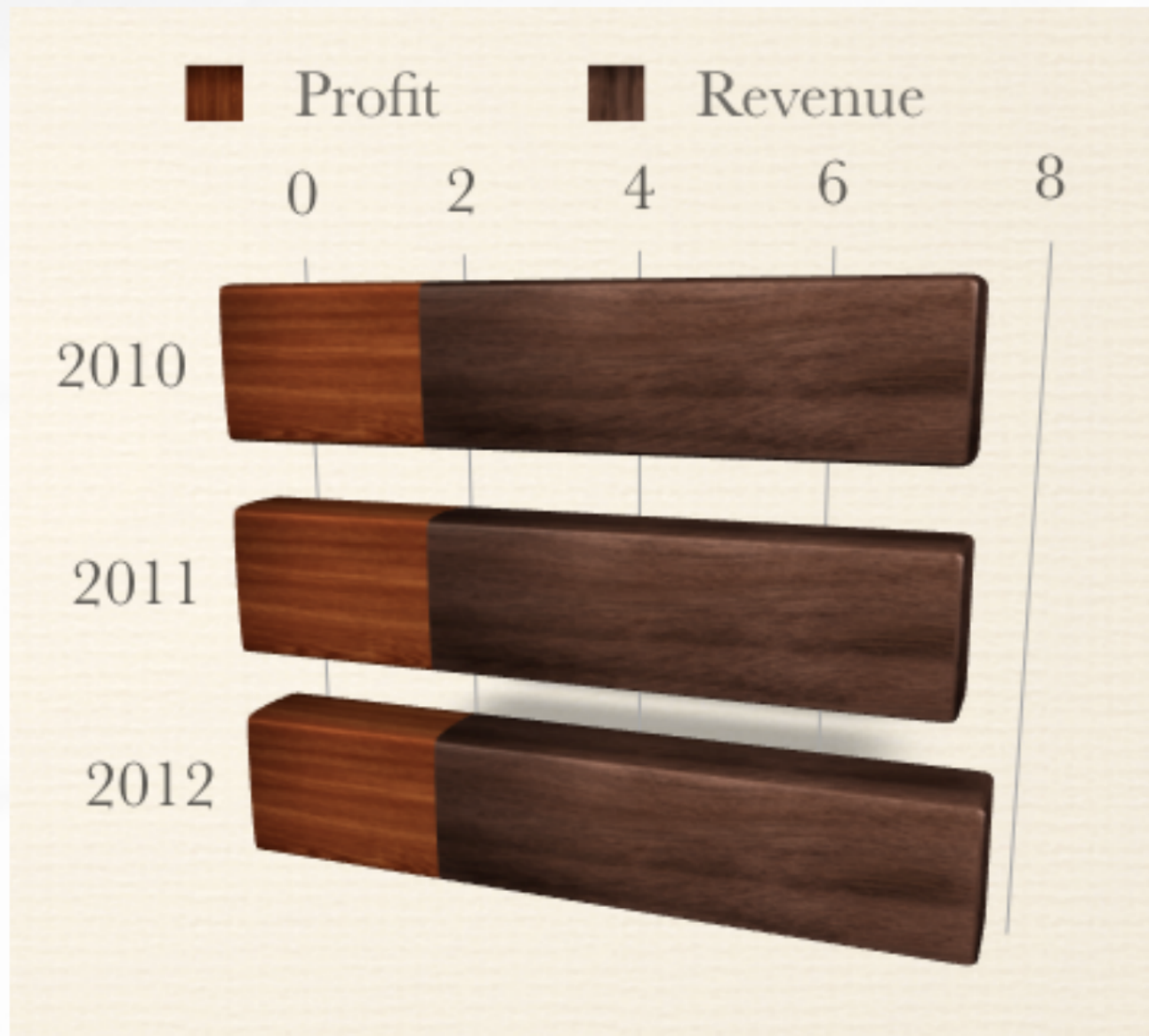
Security

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