Forward-Looking Statement

The presentations today will contain certain “forward-looking statements,” within the meaning of the federal securities laws, with respect to anticipated future performance (including sales and earnings), expected growth, future business plans and other matters. These statements may be identified by the use of words and phrases such as "believe," "expect," "may," "will," "should," "project," "could," "plan," "goal," "potential," "seek," "intend" or "anticipate" or the negative thereof or comparable terminology. These statements are based upon management's current expectations, estimates, assumptions and beliefs concerning future events and conditions. Readers are cautioned not to place undue reliance on any forward-looking statements. Forward-looking statements are necessarily subject to risks, uncertainties and other factors, many of which are outside our control that could cause actual results to differ materially from such statements and from our historical results and experience. These risks, uncertainties and other factors include such things as: general business conditions, strengths of retail and manufacturing economies and the growth in the coatings industry; changes in raw material and energy supplies and pricing; changes in our relationships with customers and suppliers; our ability to successfully integrate past and future acquisitions into our existing operations, including Valspar, as well as the performance of the businesses acquired; risks inherent in the achievement of anticipated cost synergies resulting from the acquisition of Valspar and the timing thereof; competitive factors, including pricing pressures and product innovation and quality; the nature, cost, quantity and outcome of pending and future litigation and other claims, including the lead pigment and lead-based paint litigation, and the effect of any legislation and administrative regulations relating thereto; adverse weather conditions and natural disasters; and other risks, uncertainties and factors described from time to time in our reports filed with the SEC. Since it is not possible to predict or identify all of the risks, uncertainties and other factors that may affect future results, the above list should not be considered a complete list. Any forward-looking statement speaks only as of the date on which such statement is made, and we undertake no obligation to update or revise any forward-looking statement, whether as a result of new information, future events or otherwise.
What is the Consumer Brands Group?

Industry Leading Brands

Strategic Retail Partners

[Logos of various brands are shown, including Valspar, Purdy, Cabot, Wattyl, Ronseal, MINWAX, Dutch Boy, Thompson's WaterSeal, Krylon, Granosite, Solver, Target, Lowe's, B&Q, Walmart, Menards, Ace Hardware, Mitre 10, Do it Best, Orgill, General Paint, and more.]
### Financial Highlights Pro forma Results

<table>
<thead>
<tr>
<th></th>
<th>FY16</th>
<th>FY17</th>
<th>% Chg.</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Net Sales</strong></td>
<td>$2,854</td>
<td>$2,701</td>
<td>-5.4%</td>
</tr>
<tr>
<td><strong>Segment Profit</strong></td>
<td>$467</td>
<td>$394</td>
<td>-15.7%</td>
</tr>
<tr>
<td><strong>% Sales</strong></td>
<td>16.4%</td>
<td>14.6%</td>
<td>-1.8pts.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th></th>
<th>1Q17</th>
<th>1Q18*</th>
<th>% Chg.</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Net Sales</strong></td>
<td>$632</td>
<td>$656</td>
<td>+3.8%</td>
</tr>
<tr>
<td><strong>Segment Profit</strong></td>
<td>$86</td>
<td>$106</td>
<td>+23.7%</td>
</tr>
<tr>
<td><strong>% Sales</strong></td>
<td>13.6%</td>
<td>16.2%</td>
<td>+2.6pts.</td>
</tr>
</tbody>
</table>

*EXCLUDING ACQUISITION RELATED COSTS
Refer to Financial Appendix 5: Group Financials
In Only Eleven Months…

Integration Highlights

- Optimizing our brand portfolio
- Strengthening strategic partnerships
- Creating a best in class organization

Sherwin-Williams Consumer Brands Group provides our strategic channel partners access to a portfolio of industry-leading brands, supported by best-in-class, high-touch service.
Consumer Focused & Customer Driven

**Consumer Insights**
- Focus on the total project experience
- Innovation in and out of the can
- Brands that consumers desire

**Custom Retail Solutions**
- Simplified product assortments
- Digital tools to help with color decision
- Merchandising to increase close rates
Bringing our Value Proposition to Life:
Provide access to industry leading brands with high-touch channel support that yield customized retail solutions.

- Hero Brands
- Field Sales Support
- Category Management
- Digital Leadership
- Merchandising Excellence

Increase Close Rates
Grow Sales
Enhance Margins
To unlock the potential of our Value Proposition, we utilized our anchor paint brand to pull all of our Brands together.
Hero Brands – Promote & Grow

Over 10,000 points of Distribution

The Big Reveal

#1 Selling Interior Wood Stain*

#1 Applicator Brand Preferred by Pros**

A Trusted Name in Spray Paint

A Recognized Leader for Water Protection

Trusted by Pros for Over 100 Years


*Minwax #1: 2017 Vista Report

**Purdy #1: 2017 InPaint Magazine Preference Survey (June/July Issue)
Field Sales Team

Opportunities:

- Improve Draw / Close Rates
- Simplify Line Designs
- Enhance Service Models
- Color Expert Training Program
- Vendor Focused Training
- Premium Brands Focus
- In-Store Event Execution

Category Management

Opportunities:

- Store Level and Regional Optimization
- Inventory Optimization
- Promotional Enhancement
- Multi-Brand Cross-Promotions
- Multi-Brand Cross-Merchandising

Digital Leadership

Merchandising Excellence

Opportunities:

• Meet Customer where they are in the Process
• Simplify Color Decision
• In-Aisle Selling Tools
• Clear Focus on Premium

Strong Retail Partnership Operating Model

Product

Marketing

In-Store
Global Growth Opportunities
Consumer Brands Group
Solid Growth Potential & Profitability

- Strategic Partnerships
- Brand Portfolio Optimization
- New Growth Initiatives In and Beyond the Can
- Global Initiatives