What is the Consumer Brands Group?

**Industry Leading Brands**

- valspar
- Purdy
- wattyl
- RONSEAL
- MINWAX
- Thompson’s WaterSeal
- KRYLON
- General Paint
- Granosite
- PRATT & LAMBERT

**Strategic Retail Partners**

- HGTB HOME
- SHERWIN WILLIAMS
- Cabot
- 华润漆
- Dutch Boy
- GRANOSITE
- PRATT & LAMBERT
- Do it Best
- Orgill
- Lowes
- B&Q
- Walmart
- Menards
- Ace
- Mitre 10
- ACE

FINANCIAL COMMUNITY PRESENTATION – JUNE 5, 2019
# Consumer Brands Group
## Financial Highlights Pro forma Results

<table>
<thead>
<tr>
<th></th>
<th>FY17</th>
<th>FY18</th>
<th>% Chg.</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Net Sales</strong></td>
<td>$2,701</td>
<td>$2,739</td>
<td>+1.4%</td>
</tr>
<tr>
<td><strong>Segment Profit</strong></td>
<td>$394</td>
<td>$372</td>
<td>-5.5%</td>
</tr>
<tr>
<td><strong>% Sales</strong></td>
<td>14.6%</td>
<td>13.6%</td>
<td>-1.0pts.</td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th></th>
<th>1Q18*</th>
<th>1Q19*</th>
<th>% Chg.</th>
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</thead>
<tbody>
<tr>
<td><strong>Net Sales</strong></td>
<td>$656</td>
<td>$655</td>
<td>-0.3%</td>
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<tr>
<td><strong>Segment Profit</strong></td>
<td>$106</td>
<td>$111</td>
<td>+4.5%</td>
</tr>
<tr>
<td><strong>% Sales</strong></td>
<td>16.2%</td>
<td>16.9%</td>
<td>+0.7pts.</td>
</tr>
</tbody>
</table>

*EXCLUDING ACQUISITION RELATED COSTS
Refer to Financial Appendix 5: Group Financials
Integration Successfully Complete

Optimizing our brand portfolio

Strengthening strategic partnerships

Creating a best in class organization

Consumer Brands Group

Business Overview

Value Proposition

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 Brands Group
Consumer Focused & Customer Driven

Consumer Insights

- The Right Brands
- The Right Segments
- The Right Solutions
Consumer Brands Group
Consumer Focused & Customer Driven

- Strong Portfolio of Hero Brands
- Associate Training & Field Support
- Superior Category Management
- Digital Leadership
- Best-in-class In-store Experience
Consumer Brands Group
Strong Portfolio of Hero Brands

Over 10,000 points of Distribution
Focused on “Design it Yourselfers”
#1 Selling Interior Wood Stain*
#1 Applicator Brand Preferred by Pros**
Focused on “Design it Yourselfers”
Dream Home
Smart Home
Urban Oasis

#1 Selling Interior Wood Stain*
#1 Applicator Brand Preferred by Pros**
A Trusted Name in Spray Paint
#2 Market Share
“Today We Spray!”

Trusted by Pros for Over 100 Years
A Recognized Leader for Water Protection

*Minwax #1: 2017 Vista Report
**Purdy #1: 2017 InPaint Magazine Preference Survey (June/July Issue)
ASSOCIATE TRAINING & FIELD SUPPORT OPPORTUNITIES

- Premium Brands Focus
- Enhance Service Models
- Improve Draw / Close Rates
- Vendor Focused Training
- Color Expert Training Program
- In-Store Event Execution
Consumer Brands Group
Superior Category Management

Superior Category Management Opportunities

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

Consumer Focused
Customer Driven
Consumer Brands Group
Digital Leadership

Consumer Focused  Customer Driven
Consumer Brands Group
Best-in-Class In-Store Experience

Best-in-Class In-Store Experience Opportunities

- Consumer Tools
  All Along Purchase Funnel
- Simplify Color Decisions
- In-Aisle Selling Tools
- Clear Focus on Premium

Consumer Focused  Customer Driven
Consumer Brands Group
Consumer Focused & Customer Driven

OUR SOLUTIONS

- Strong Portfolio of Hero Brands
- Associate Training & Field Support
- Superior Category Management
- Digital Leadership
- Best-in-class In-store Experience