The Americas Group

JAY DAVISSON

President, The Americas Group
# Paint Stores Group

## Financial Highlights

### Full Year

<table>
<thead>
<tr>
<th></th>
<th>2014</th>
<th>2015</th>
<th>% Chg.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Net Sales</td>
<td>$6.85B</td>
<td>$7.21B</td>
<td>5.2%</td>
</tr>
<tr>
<td>Segment Profit</td>
<td>$1.20B</td>
<td>$1.43B</td>
<td>19.3%</td>
</tr>
<tr>
<td>% Sales</td>
<td>17.5%</td>
<td>19.9%</td>
<td></td>
</tr>
</tbody>
</table>

### First Quarter

<table>
<thead>
<tr>
<th></th>
<th>1Q-2015</th>
<th>1Q-2016</th>
<th>% Chg.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Net Sales</td>
<td>$1.46B</td>
<td>$1.62B</td>
<td>10.5%</td>
</tr>
<tr>
<td>Segment Profit</td>
<td>$176.6M</td>
<td>$253.5M</td>
<td>43.6%</td>
</tr>
<tr>
<td>% Sales</td>
<td>12.1%</td>
<td>15.7%</td>
<td></td>
</tr>
</tbody>
</table>
America’s Most Recognized Paint Brand

Source: 2015 MarketVision Research
Primary Store Preference By Pro Painters

Source: 2015 MarketVision Research, Primary Paint Supplier

- Sherwin-Williams
- Benjamin Moore
- Home Depot
- Glidden
- All Others
2016 J.D. Power Awards

For J.D. Power award information, visit JDPower.com.
Market Segments

- Commercial
- New Residential
- Architect - Designer
- Protective & Marine
- DIY
- Property Management
- Residential Repaint
- Product Finishes
Paint Stores Group

4,086 Stores (+83)  
2,518 Sales Reps (+170)
The SW Difference

Trademark Service

Exceptional Products

Color Expertise
Low Temperature Paint
Washable Paint

Financial Community Presentation - May 26, 2016
Improved Indoor Air Quality Paint

Harmony®

Interior Acrylic Latex
Lifetime Limited Warranty
Bacteria Killing Paint*

*KILLS GREATER THAN 99.9% OF:

- **Staph** (*Staphylococcus aureus*)
- **MRSA** (*Methicillin-resistant Staphylococcus aureus*)
- **E.coli** (*Escherichia coli*)
- **VRE** (*Vancomycin-resistant Enterococcus faecalis*)
- **Enterobacter aerogenes**

**Within 2 hours on a painted surface**
Innovation Tools
Product Launch: Paint Shield™
Paint Shield™

To date, 500+ million impressions and growing!

Financial Community Presentation - May 26, 2016
Innovation Tools
TV Spot: Paint Shield™
SKU Rationalization

Active and Cumulative Reduced SKU Count by Year

- **Cumulative Reduced SKUs**
- **Active SKUs**
Innovative Color Selection
Best Color Tools
ColorSnap®
Best Color Tools
TV Spot: Adventure
Partnerships

wayfair
pottery barn
pottery barn kids
west elm®

$10 OFF
E-Commerce
# Latin America Coatings Group

## Financial Highlights

<table>
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<tr>
<th></th>
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<th>% Chg.</th>
<th>Currency Impact %</th>
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<tr>
<td></td>
<td>2014</td>
<td>2015</td>
<td></td>
<td></td>
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</tr>
<tr>
<td>Net Sales</td>
<td>$771.4M</td>
<td>$631.0M</td>
<td>(18.2)%</td>
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<td>(19.3)%</td>
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<tr>
<td>Segment Profit</td>
<td>$40.5M</td>
<td>$18.5M</td>
<td>(54.3)%</td>
<td></td>
<td>(39.4)%</td>
</tr>
<tr>
<td>% Sales</td>
<td>5.2%</td>
<td>2.9%</td>
<td></td>
<td></td>
<td></td>
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<td>1Q-2015</td>
<td>1Q-2016</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Net Sales</td>
<td>$166.2M</td>
<td>$125.2M</td>
<td>(24.7)%</td>
<td></td>
<td>(22.2)%</td>
</tr>
<tr>
<td>Segment Profit</td>
<td>$9.5M</td>
<td>$(0.9)M</td>
<td>(109.8)%</td>
<td></td>
<td>(64.8)%</td>
</tr>
<tr>
<td>% Sales</td>
<td>5.7%</td>
<td>(0.7)%</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Latin America Coatings Group

291 Owned Stores (+15)

575 Dedicated Dealers (+86)

460 Sales Reps (+51)
Market Segmentation

DIY
Residential Repaint
Commercial
Property Management
Protective & Marine
Channel Management

Controlled Distribution

Homecenters
New Products
National Accounts
SKU Rationalization

2015

2016

-30%
Branding

¿Qué color descubrirás hoy?

Descubre colores espectaculares con la mejor pintura.
Visita tu distribuidor Sherwin Williams.

www.sherwin.com.mx
Best Color Tools
TV Spot: Color Travels
Sales Excellence
Success by Design