



**CHURCH & DWIGHT, INC.**, founded in 1846, is the leading U.S. producer of sodium bicarbonate, popularly known as baking soda, a natural product that cleans, deodorizes, leavens and buffers. The Company's ARM & HAMMER brand is one of the nation's most trusted trademarks for a broad range of consumer and specialty products developed from the base of bicarbonate and related technologies.

<b>PUBLICLY TRADED ON THE NEW YORK STOCK EXCHANGE (CHD)</b>	<b>4,500 EMPLOYEES</b>	<b>2016 TOTAL SHAREHOLDER RETURN 5.7%</b>	<b>2016 NET SALES \$3,493 MILLION</b>
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### 2016 KEY FINANCIAL HIGHLIGHTS

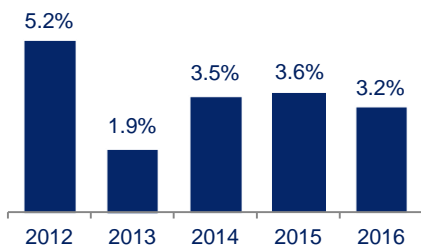
- ▶ Worldwide net sales increased 2.9%.
- ▶ Organic sales increased 3.2%.
- ▶ Adjusted gross profit margin increased 120 bps to 45.7%.
- ▶ Adjusted operating profit margin increased 80 bps to 20.9%.
- ▶ Net cash from operations increased to \$655 million.
- ▶ Adjusted earnings per share increased 9.3%.

### EVERGREEN MODEL

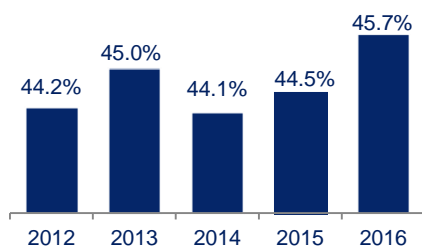
Organic Net Sales Growth	+3.0%
Gross Margin	+25 bps
Marketing as a % Sales	FLAT
SG&A	-25 bps
Operating Margin Change	+50 bps
EPS Growth	8%

### FINANCIAL TRENDS

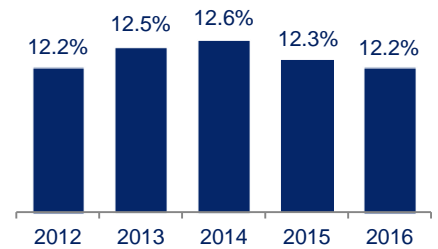
Organic Sales



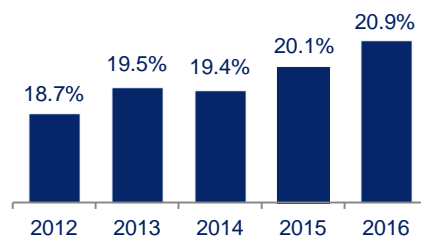
Gross Profit Margin



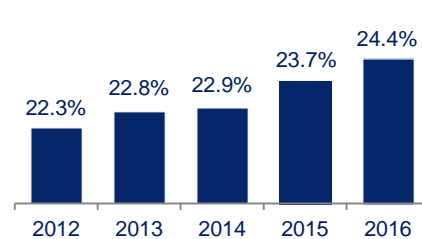
Marketing Spend



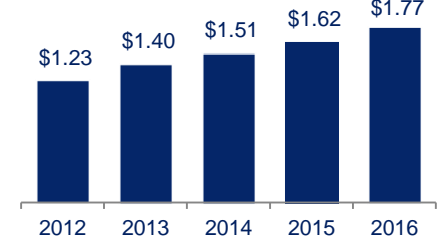
Operating Profit Margin



EBITDA Margin



Earnings Per Share



This fact sheet includes non-GAAP financial measures, including organic sales, adjusted EPS, adjusted gross margin, adjusted profit margin and EBITDA margin, which differ from reported results using Generally Accepted Accounting Principles (GAAP), and exclude impairment charges, currency fluctuations and certain other items in 2015 and 2016. A reconciliation between the reported results (GAAP) and results excluding these items, including a description of such items is available at [www.churchdwright.com/investors](http://www.churchdwright.com/investors).

## 2016 NET SALES BY REGION

85%

North America



15%

International

## 2016 NET SALES BY BRAND

80%

10 Power Brands



20%

All Other Brands

## LEADING IN MARKET SHARE

**TROJAN** #1 Condom



#1 Extreme Value Laundry Detergent



#1 Pregnancy Kit



#1 Depilatory



#1 Battery Powered Toothbrush



#1 Laundry Additive



#1 Oral Care Pain Relief



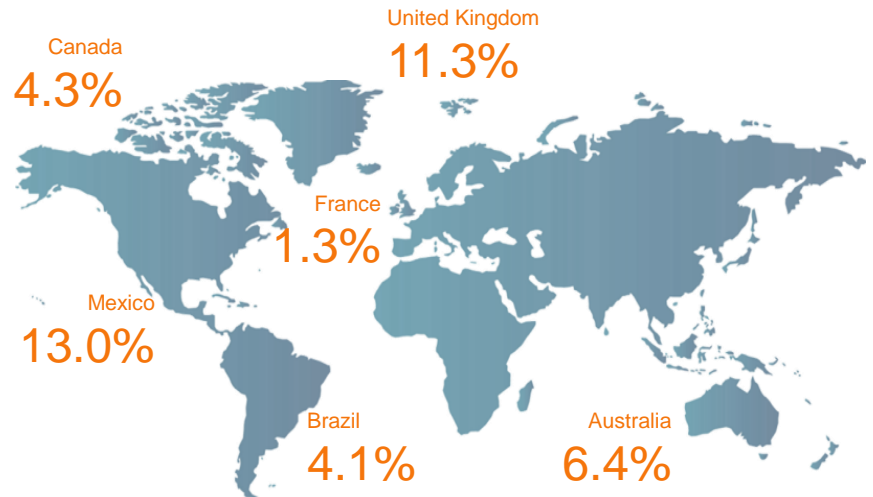
#1 Dry Shampoo



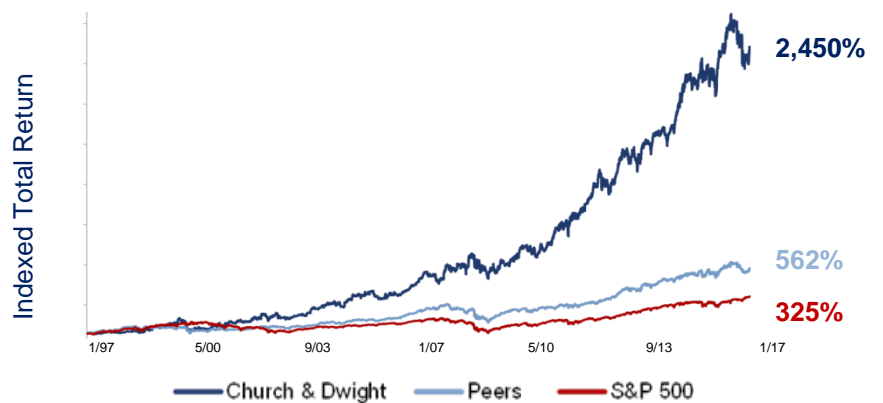
#1 Adult & Kids Gummy Vitamin

## INTERNATIONAL CONSUMER CAGR: 7.3%

2011 vs. 2016



## TOTAL SHAREHOLDER RETURN



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