



CHURCH & DWIGHT CO., 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.

**PUBLICLY TRADED
ON THE NEW YORK
STOCK EXCHANGE
(CHD)**

**4,700
EMPLOYEES**

**2017 TOTAL
SHAREHOLDER RETURN
15.3%**

**2017 NET SALES
\$3,776
MILLION**

EVERGREEN MODEL

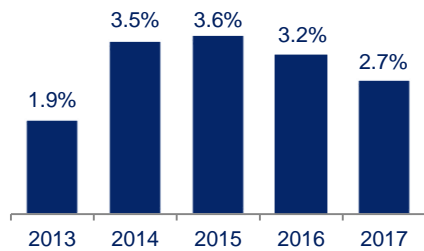
Organic Net Sales Growth	+3.0%
Gross Margin	+25 bps
Marketing as a % Sales	FLAT
SG&A	-25 bps
Operating Margin Change	+50 bps
EPS Growth	8%

2017 KEY FINANCIAL HIGHLIGHTS

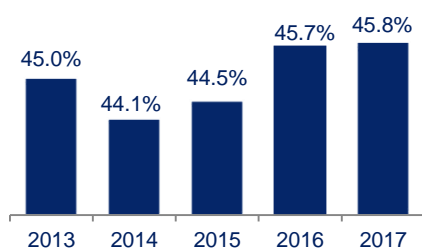
- ▶ Worldwide net sales increased 8.1%.
- ▶ Organic sales increased 2.7%.
- ▶ Adjusted gross profit margin increased 10 bps to 45.8%.
- ▶ Adjusted operating profit margin decreased 30 bps to 20.5%.
- ▶ Net cash from operations increased to \$682 million.
- ▶ Adjusted earnings per share increased 9.6%.

FINANCIAL TRENDS

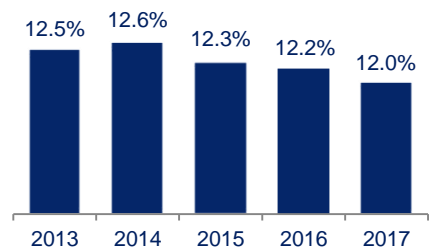
Organic Sales



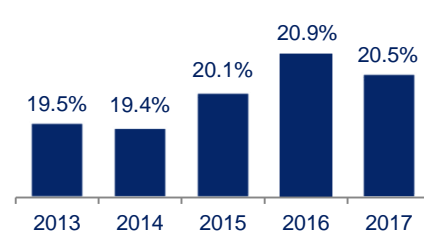
Gross Profit Margin



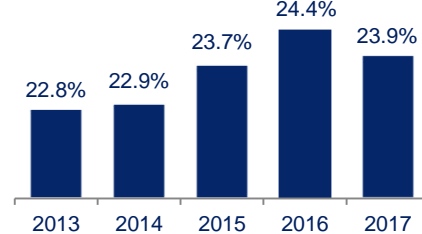
Marketing Spend



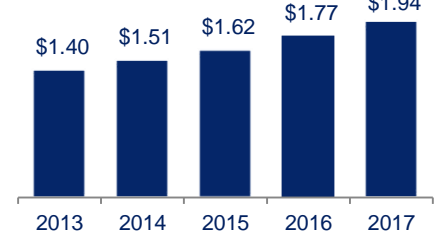
Operating Profit Margin



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 2016 and 2017. 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.

2017 NET SALES BY REGION

83%

North America



17%

International

2017 NET SALES BY BRAND

80%

11 Power Brands



20%

All Other Brands

LEADING IN MARKET SHARE



#1 Baking Soda



#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



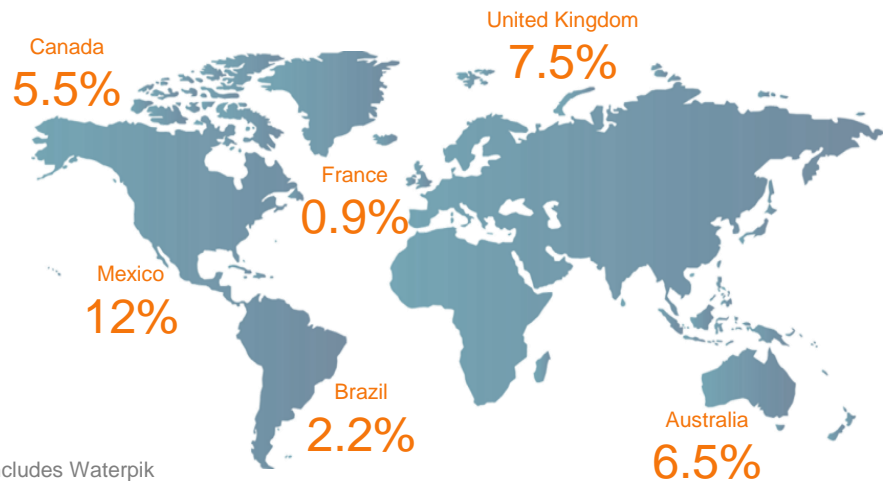
#1 Power Water Flosser and #1 Replacement Showerhead

INTERNATIONAL CONSUMER CAGR: 9.2%*

2012 vs. 2017

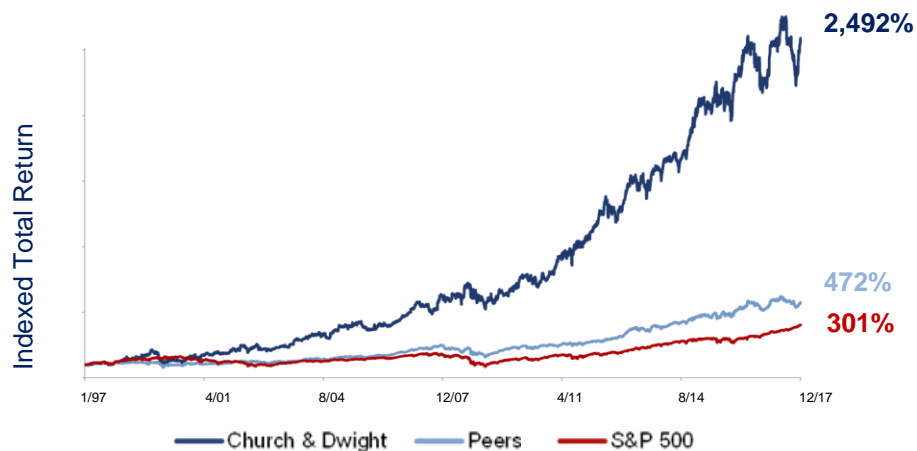
GLOBAL EXPORT

15.6%



*includes Waterpik

TOTAL SHAREHOLDER RETURN



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