



CONSUMER BRANDS GROUP

ROB LYNCH

PRESIDENT,
CONSUMER BRANDS GROUP



Consumer Brands Group

CBG Video

SHERWIN-WILLIAMS®



What is the Consumer Brands Group?

SHERWIN-WILLIAMS.

Industry Leading Brands



Strategic Retail Partners



Consumer Brands Group

Financial Highlights Pro forma Results

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	FY17	FY18	% Chg.
Net Sales	\$2,701	\$2,739	+1.4%
Segment Profit	\$394	\$372	-5.5%
% Sales	14.6%	13.6%	-1.0pts.

	1Q18*	1Q19*	% Chg.
Net Sales	\$656	\$655	-0.3%
Segment Profit	\$106	\$111	+4.5%
% Sales	16.2%	16.9%	+0.7pts.

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

Integration Successfully Complete

SHERWIN-WILLIAMS.

Integration Highlights

Optimizing our brand
portfolio



Strengthening strategic
partnerships



Creating a best in class
organization



SHERWIN-WILLIAMS.



valspar 

Simplification. Execution. Capabilities.

Consumer Brands Group

Talented Leadership Team

SHERWIN-WILLIAMS®



Rob Lynch
President,
Consumer Brands Group
38 Years of Experience



Heidi Petz
President & GM, Retail NA
22 Years of Experience



Richard Meagher
President & GM, ANZ
30 Years of Experience



Tom Liebhardt
SVP, Marketing
25 Years of Experience



Daniel Scalabrino
SVP, Controller
22 Years of Experience

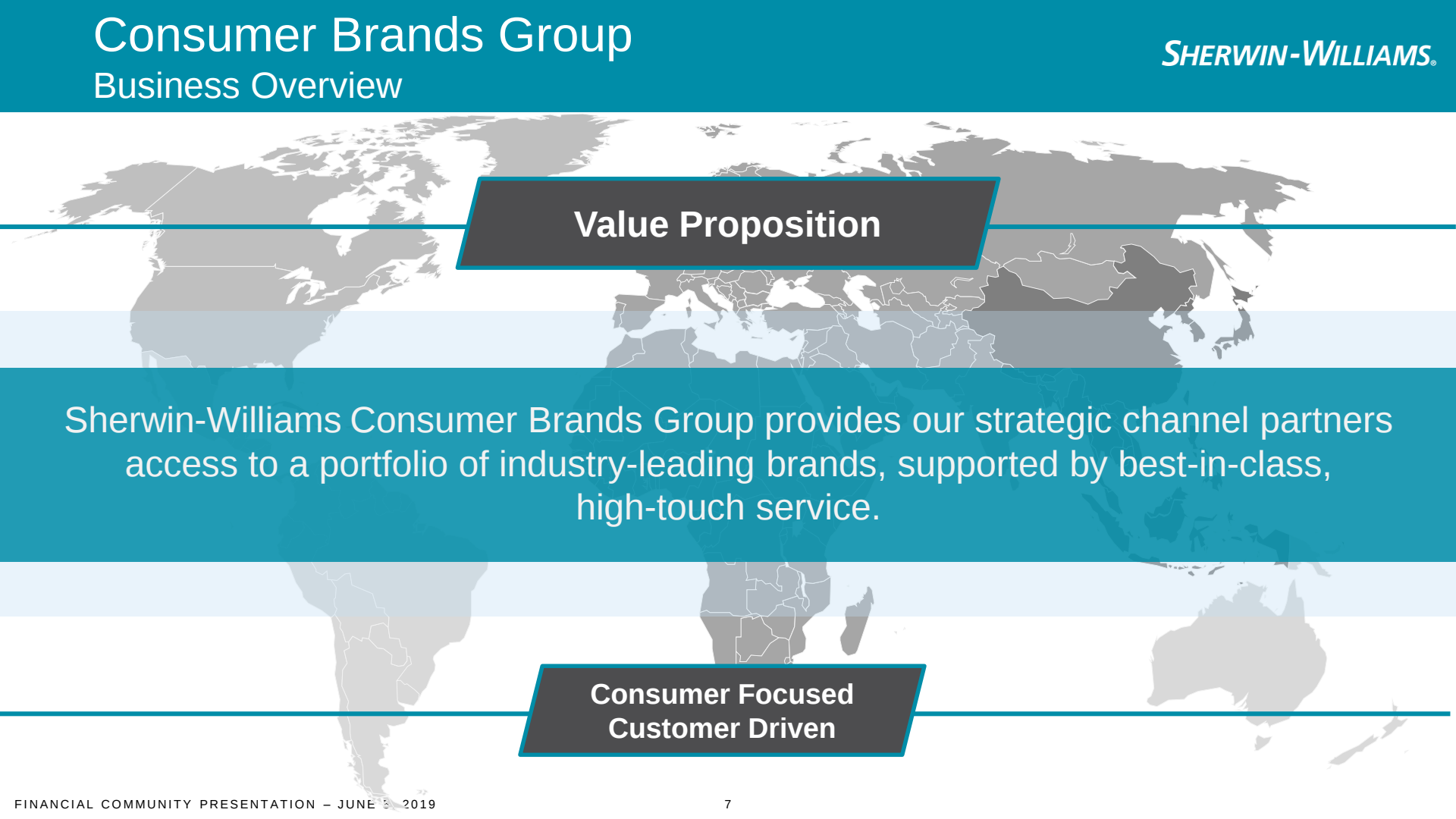


Brian Padden
VP & GM, Sales - Europe
26 Years of Experience

Consumer Brands Group

Business Overview

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A faint, light gray world map serves as the background for the slide. It shows the outlines of continents and major countries. Overlaid on the map are three horizontal bands: a dark teal band at the top, a light blue band in the middle, and a white band at the bottom. Two dark gray callout boxes with teal borders are positioned on the map. The first box, labeled 'Value Proposition', is located in the upper left quadrant over North America. The second box, labeled 'Consumer Focused Customer Driven', is located in the lower center over Africa and Europe. The main text block is centered in the middle of the slide, within the light blue band.

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

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Consumer Insights



The Right Brands



The Right Segments



The Right Solutions

Consumer Brands Group

Consumer Focused & Customer Driven

SHERWIN-WILLIAMS.

Custom Retail Solutions



The Right Support



The Right Practices

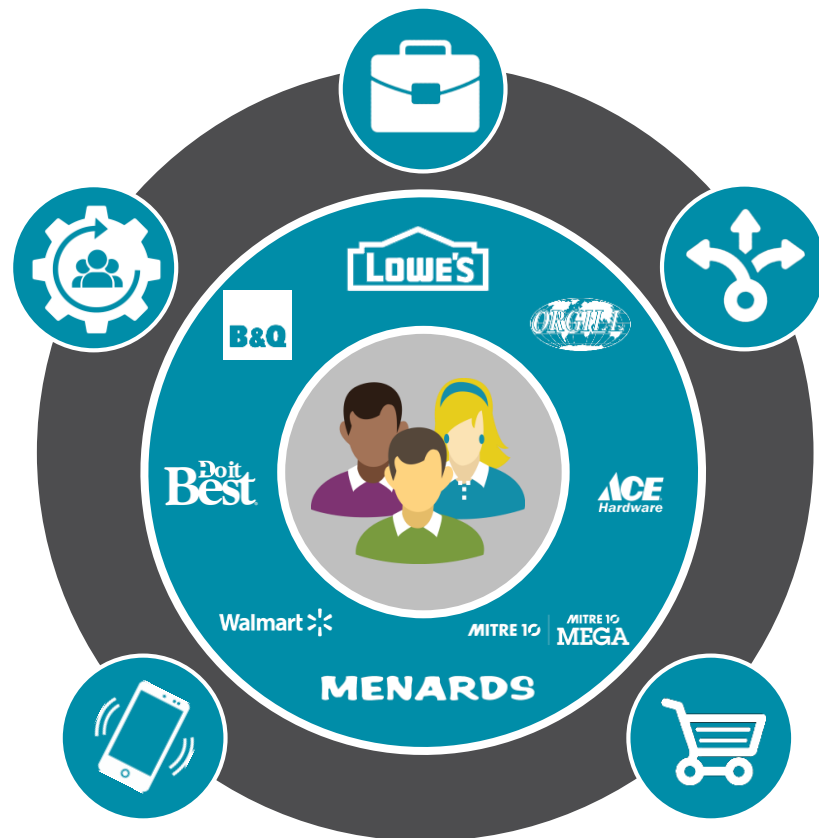


The Right Brands

Consumer Brands Group

Consumer Focused & Customer Driven

SHERWIN-WILLIAMS.



OUR SOLUTIONS

- 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

SHERWIN-WILLIAMS.



Over 10,000 points of Distribution



**WHEN YOU
DO IT RIGHT,
YOU CAN'T
GO WRONG**



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!”



A Recognized
Leader for Water
Protection



Trusted by Pros for
Over 100 Years



Consumer Focused



Customer Driven

*Minwax #1: 2017 Vista Report

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

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Associate Training & Field Support

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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 Focused

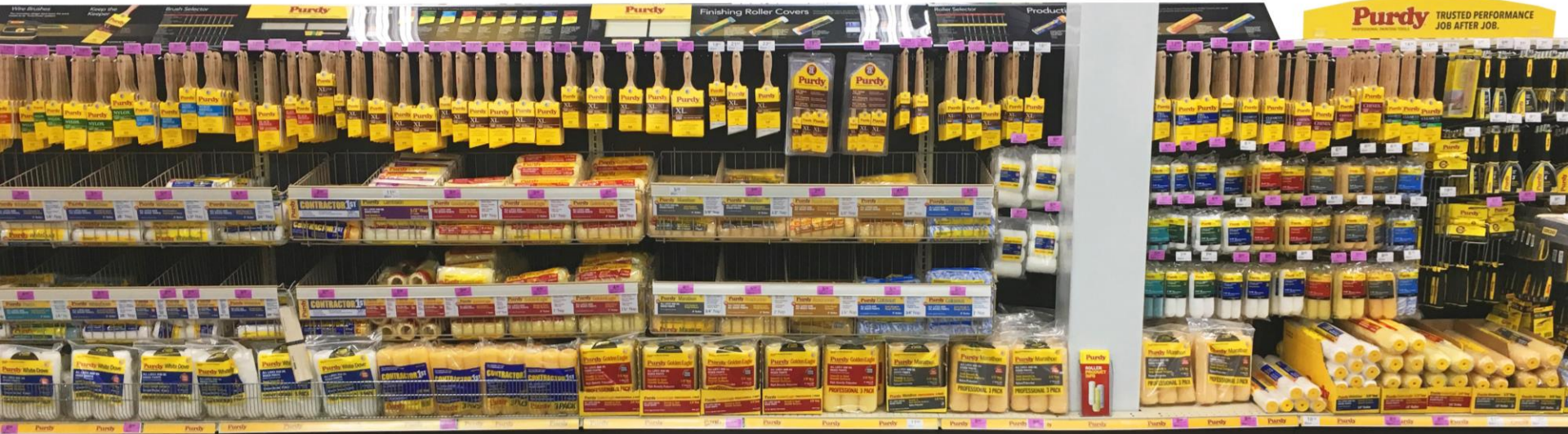


Customer Driven

Consumer Brands Group

Superior Category Management

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SUPERIOR CATEGORY MANAGEMENT OPPORTUNITIES

Inventory
Optimization

Store Level and
Regional
Optimization

Multi-Brand
Cross-
Merchandising

Multi-Brand
Cross-Promotions

Promotional
Enhancement

Consumer Focused

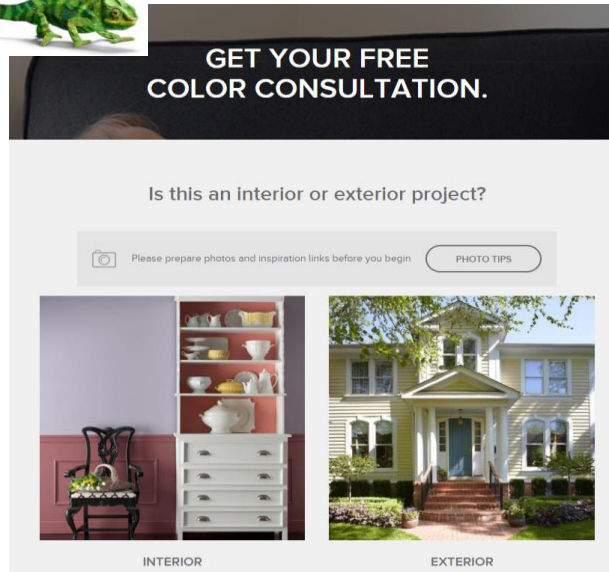


Customer Driven

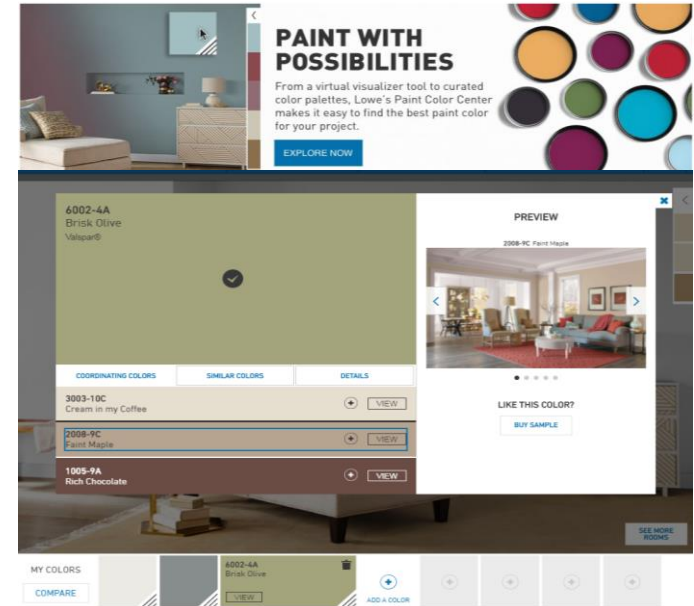
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Digital Leadership

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PAINT VISUALIZER



Consumer Focused



Customer Driven

Consumer Brands Group

Best-in-Class In-Store Experience

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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

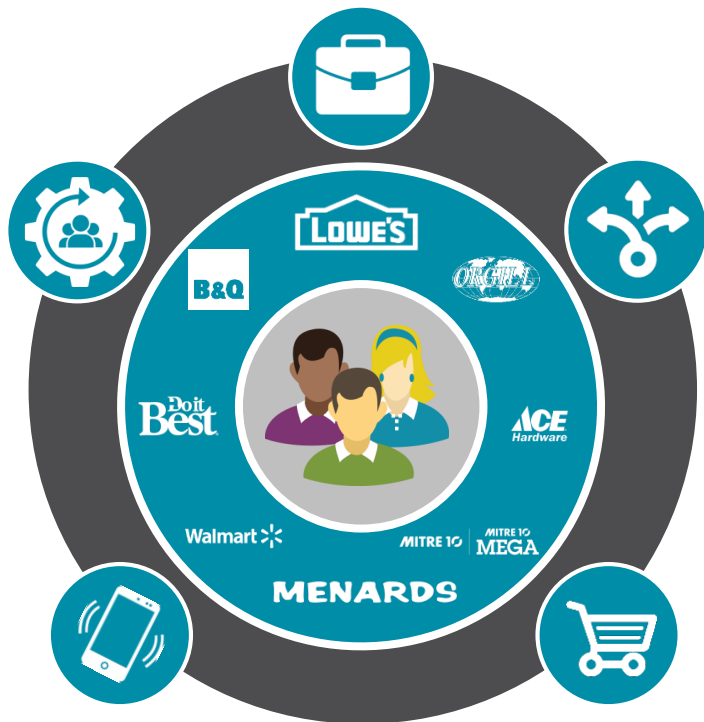


Customer Driven

Consumer Brands Group

Consumer Focused & Customer Driven

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