

The Clorox Company (CLX)

Consumer Defensive / Household & Personal Products · New York Stock Exchange

Generated: 2026-Oct-18 · Market data through: 2026-10-16

LAST CLOSE \$87.09 2026-10-16	MARKET CAP \$10.5B VOLUME 2.7M	52-WK HIGH \$128.90 52-WK LOW \$79.12	TRAILING PE 18.1 P/S 1.57	GROSS MARGIN 42.3% NET MARGIN 8.7%	ROE -1894% ROIC 20%	PIOTROSKI 5/9 ALTMAN Z 2.0	1-YR RETURN -22.5% 5-YR RETURN -31.6%
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The Clorox Company is a global manufacturer and marketer of both consumer and professional products, operating through four distinct segments: Health and Wellness, Household, Lifestyle, and International. The Health and Wellness division offers a range of cleaning solutions, including laundry additives and home care items under brand names such as Clorox, Clorox2, Scentiva, Pine-Sol, Liquid-Plumr, Tilex, and Formula 409. It also supplies professional cleaning and disinfecting products via the CloroxPro and Clorox Healthcare brands, alongside professional food service goods from Hidden Valley. Additionally, this segment provides vitamins, minerals, and supplements (VMS) within the United States, marketed under the RenewLife, Natural Vitality, NeoCell, and Rainbow Light labels. Dedicated to the U.S. market, the Household segment features cat litter products from Fresh Step and Scoop Away, food storage bags and wraps under the Glad brand, and grilling essentials like Kingsford charcoal. The Lifestyle segment, also primarily serving the U.S., encompasses dressings, dips, seasonings, and sauces, predominantly from Hidden Valley; natural personal care items offered by Burt's Bees; and water-filtration systems from Brita. Internationally, the International segment distributes a broad portfolio of products including laundry additives, home care items, water-filtration systems, digestive health products, grilling supplies, cat litter, various food items, bags and wraps, natural personal care products, and professional cleaning and disinfecting solutions. Key international brands include Clorox, Ayudin, Clorinda, Poett, Pine-Sol, Glad, Brita, RenewLife, Ever Clean, and Burt's Bees. Clorox's extensive product line reaches customers through a diverse array of channels. These include major retailers, grocery stores, warehouse clubs, discount outlets, home hardware centers, pharmacies, pet stores, military exchanges, both company-owned and third-party e-commerce platforms, distributors, and a direct sales force. Established in 1913, the company's corporate headquarters are situated in Oakland, California.

SECTOR Consumer Defensive INDUSTRY Household & Personal Products EXCHANGE NYSE MARKET CAP \$10.5B EMPLOYEES 9,200 (SEC-filed) CEO Linda J. Rendle
IPO 1983-03-21 COUNTRY US
1221 Broadway, Oakland, CA 94612-1888 · Tel 510 271 7000 · thecloroxcompany.com

1 INSIDERSTREET SCORE

INSIDERSTREET SCORE

40 / 100

Street mean **\$93.40** (10 analysts, last qtr) — their number, not ours

INSIDER CONSENSUS SIGNAL

NET BUYING

\$0.4M open-market purchases vs \$0.0M sales / 6 mo

2 PRICE AND VOLUME

adjusted close, prod data layer

1 Year vs S&P 500 · CLX -22.5% · S&P 500 +15.9% · spread -38.4pp



7 Years vs S&P 500 · CLX -31.6% · S&P 500 +189.9% · spread -221.4pp



Both charts indexed to 100 at the start of their window and drawn on a single shared scale, so the gap to the benchmark is the gap you see. Adjusted closes throughout.

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3 INSIDERSTREET SCORE

live IS factor model

INSIDERSTREET
SCORE

40

OF 100

Score Breakdown

Profitability	68/100
Growth	41/100
Momentum	45/100
Quality	50/100
Earnings Quality	82/100
Balance Sheet	25/100
Value	49/100
Risk (safety)	50/100
Overall	40.0/100

Each component is a diagnostic reading on its own 0-100 scale. The overall score is computed separately from the underlying financials and is **not** the average of the rows above — components are not equally weighted and three of them (Momentum, Value, Risk) are derived partly from price rather than from the business.

Peer Comparison — IS Score

SYMBOL	IS SCORE
ELF	60
REYN	55
CHD	69
IPAR	71
KMB	53
KVUE	62
CLX	40

IS Score Trend — quarterly



4 TWO READINGS

business vs price

BUSINESS QUALITY

40 / 100

IS Score 40.0 / 100 · -29.5 from peak of 70

Quarter	Business Quality
23 Q1	49
23 Q2	63
23 Q3	49
23 Q4	43
24 Q1	39
24 Q2	58
24 Q3	55
24 Q4	63
25 Q1	70
25 Q2	60
25 Q3	61
25 Q4	33
26 Q1	38

Fundamental factor model, quarterly. Measures how the business is doing - not where the price is going.

PRICE STRUCTURE

BULLISH

Technical Score 68 / 100 · Power +35 · 16 of 22 indicator votes bullish

Date	Price Structure
07-23	-5%
08-13	96%
09-03	29%
09-25	29%
10-16	62%

Vote share across trend, momentum, volume, volatility and pattern families. Describes where the price is, not where it is going.

These two disagree — business quality 40, price structure 68 out of 100, so the price reads better than the business does. We publish the disagreement rather than resolving it: they answer different questions, and the gap between them is information, not an error.

5 WHAT WOULD CHANGE OUR MIND

falsifiable - check us next quarter

TRIGGER	WHERE IT STANDS NOW	WHAT IT WOULD MEAN
IS Score reaches 55 and holds two consecutive quarters	now 40.0	would move us up one band
IS Score stops falling - one quarter higher than the prior	last four: 61 → 62 → 42 → 40	the direction matters more than the level
Technical vote share back above 50%	now 55%	price structure no longer broken
Institutional holder count rises two quarters running	peak 1,227 → now 1,056	fewer institutions willing to hold is our clearest warning

We publish these so the view can be shown to be wrong. If none of them move and our reading does, we owe you an explanation.

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This page is InsiderStreet's own reading, produced from the data in the rest of this document. It is not a price target and not investment advice. Analyst consensus and street price targets appear later under their own heading and are the street's numbers, not ours.

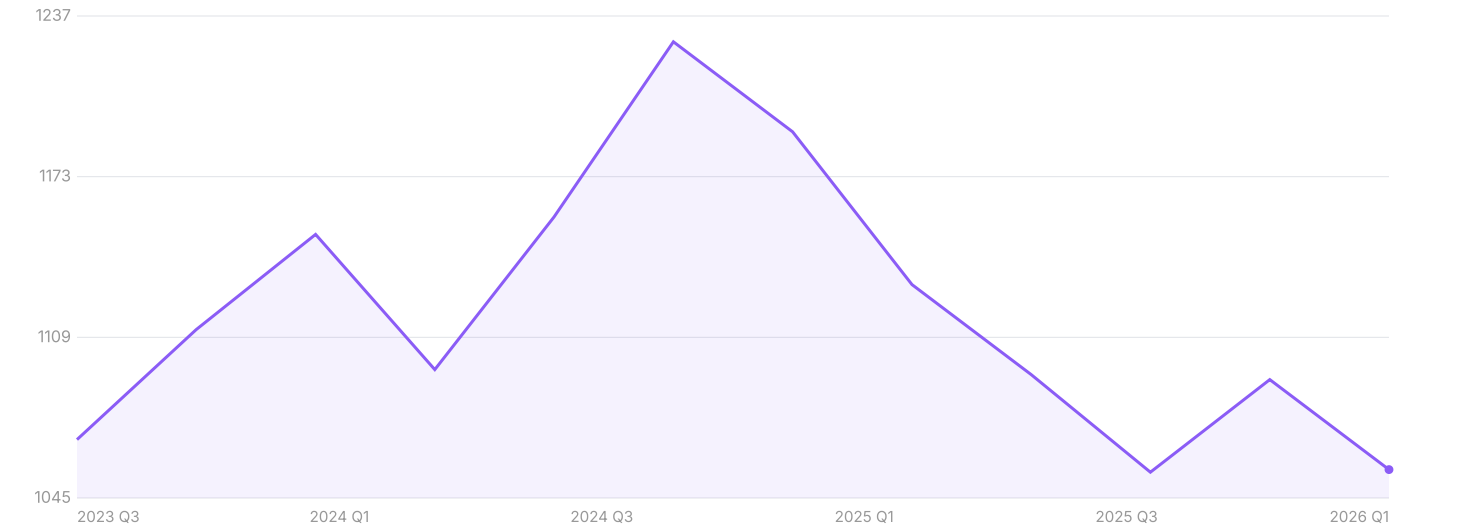
6 SMART MONEY CONFLUENCE EDGE · disclosure sources

SITE CONVERGENCE SCORE 3 of 4 top 4% of 29,420 symbols	SOURCES ALIGNED — of 3 independent disclosures	CONGRESS (180D) 0 buys none disclosed	INSIDER BUYS (180D) 1 \$0.43M
ETF FUNDS (30D) 609 up / 507 down net +102 funds	INSTITUTIONS ADDED (13F) -36 managers opening or increasing		

Congressional and insider figures are disclosed purchases in the trailing 180 days; ETF figures are COUNTS OF FUNDS whose holding changed in 30 days, not dollars. Coincidence of separate disclosures, not coordination. An absent source means nothing qualifying was disclosed in its window.

7 INSTITUTIONAL OWNERSHIP - 12-QUARTER TREND 13F · filed 45 days after quarter end

Institutions holding — 12 quarters



Peak 1,227 · latest 1,056 (-171 from peak).

QUARTER	HOLDERS	13F SHARES	VALUE	REPORTED OWN%
2026 Q2	1,056	105.4M	\$9.9B	86.5%
2026 Q1	1,092	100.3M	\$9.9B	82.4%
2025 Q4	1,055	99.6M	\$9.6B	81.8%
2025 Q3	1,094	103.7M	\$12.3B	85.2%
2025 Q2	1,130	109.1M	\$12.8B	89.6%
2025 Q1	1,191	101.2M	\$14.8B	83.1%
2024 Q4	1,227	100.5M	\$16.1B	82.5%
2024 Q3	1,157	99.4M	\$15.8B	81.6%
2024 Q2	1,096	101.6M	\$13.6B	83.5%
2024 Q1	1,150	99.8M	\$15.1B	82.0%
2023 Q4	1,112	99.0M	\$13.9B	81.3%
2023 Q3	1,068	99.5M	\$12.7B	81.7%

How to read ownership above 100%. A 13F reports the positions a manager has investment discretion over, and where two or more managers share discretion over the same block, each one reports it. Summed across filers, the total can therefore exceed the shares actually outstanding without anything being wrong. We publish the figure as filed rather than netting it down, and flag separately any quarter where the arithmetic is not merely high but impossible.

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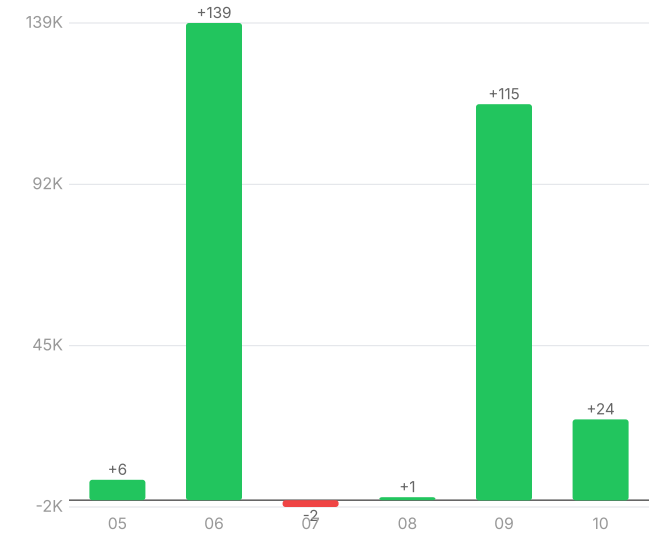
8 INSIDER ACTIVITY live Form 4 data

INSIDER	ROLE	DATE	TYPE	SHARES	VALUE	POST-TXN OWNED
Rendle Linda J	director, Chief Executive Officer	2026-10-05	A-Award	29,352	\$2.36M	282,488
Rendle Linda J	director, Chief Executive Officer	2026-10-05	TAX W/H	692	\$0.06M	281,796
Rendle Linda J	director, Chief Executive Officer	2026-10-05	TAX W/H	11,989	\$0.96M	269,807
Peck Laurene E	VP - CAO & Corp Controller	2026-10-05	A-Award	1,172	\$0.09M	10,386
Peck Laurene E	VP - CAO & Corp Controller	2026-10-05	TAX W/H	30	\$0.00M	10,356
Peck Laurene E	VP - CAO & Corp Controller	2026-10-05	TAX W/H	339	\$0.03M	10,017
Marriner Kirsten	EVP - Chief Admin Officer	2026-10-05	A-Award	6,637	\$0.53M	83,591
Marriner Kirsten	EVP - Chief Admin Officer	2026-10-05	TAX W/H	1,951	\$0.16M	81,640

9 SELL DECOMPOSITION — ROUTINE VS. DISCRETIONARY EDGE

6-MO DECOMPOSITION (FORM 4)	TXNS	SHARES	VALUE	SIGNAL WEIGHT
P — Open-market purchases	1	5,000	\$0.4M	Counted
F — Tax withholding	18	28,414	\$2.3M	None — compensation

Monthly Net Insider Flow (000 shares)



Net of acquisitions minus dispositions, all Form 4 types.

Signal Summary

SIGNAL	OPEN-MARKET SELLS	OPEN-MARKET BUYS	CLUSTER
Net Buying	\$0.0M 0 txns / 6 mo	\$0.4M 1 txns / 6 mo	None active 3+ insiders / 21 days

10 FORM 144 PLANNED-SALE PIPELINE live EDGAR data

FILED	FILER	SHARES REGISTERED	EST. PROCEEDS
2025-09-04	Eric Reynolds	15,041	\$1.9M
2025-03-10	Marriner Kirsten	8,227	\$1.3M
2024-12-16	Hilt Angela C	1,248	\$0.2M
2024-09-06	Hilt Angela C	1,733	\$0.3M
Trailing 12 mo	1 filings	15,041	\$2M

11 13D / 13G STAKES COND

FILED	FORM	REPORTING PERSON	% OF CLASS	SHARES
2026-04-29	SCHEDULE 13G	Vanguard Capital Management	7.35%	8.9M sh
2026-03-26	SCHEDULE 13G/A	The Vanguard Group	—	exit/reporting change
2025-07-17	SCHEDULE 13G/A	BlackRock, Inc.	8.10%	10.0M sh
2025-04-25	SCHEDULE 13G/A	UBS AM, a distinct business unit of UBS ASSET MANAGEMENT AMERICAS LLC	0.90%	1.1M sh

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12 CONGRESSIONAL TRADING					EDGE · STOCK Act
MEMBER	CHAMBER	TRADE	SIZE BAND	TRADED	DISCLOSED
Gilbert Cisneros	House	SELL	\$1,001 - \$15,000	2026-05-15	2026-06-09
Gilbert Cisneros	House	SELL	\$1,001 - \$15,000	2026-05-15	2026-06-09
Gilbert Ray Cisneros	House	SELL	\$1,001 - \$15,000	2026-05-14	2026-06-09
Tommy Tuberville	Senate	BUY	\$1,001 - \$15,000	2024-04-29	2024-05-15
Tommy Tuberville	Senate	BUY	\$1,001 - \$15,000	2024-04-29	2024-05-14
Thomas Hawley Tuberville	Senate	BUY	\$1,001 - \$15,000	2024-04-29	2024-05-14
HOUSE 12-MO 15 trades 6 purchases	SENATE 12-MO 0 trades None purchases	COVERAGE STOCK Act filings 30-45 day disclosure lag			

13 INSTITUTIONAL OWNERSHIP & 13F FLOW				live 13F data
13F FILERS (LAST COMPLETE Q) 1,092	13F SHARES 100M 82.4% of shares out	NEW / CLOSED 169 / 111 positions, QoQ	INCREASED / REDUCED 410 / 316 positions, QoQ	
PUT/CALL (13F) 0.88 option positions	FREE FLOAT 99.4% 120M sh			

2.8 · Largest Reporting 13F Managers

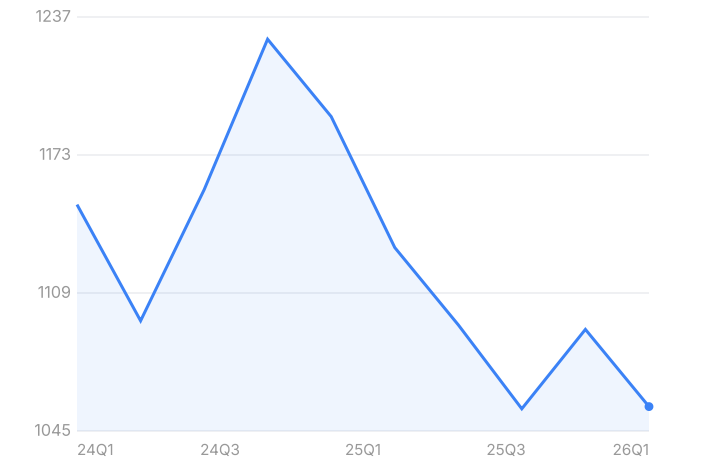
MANAGER	SHARES	VALUE
Confluence Investment Management L	1.2M	\$95M
Birch Hill Investment Advisors Llc	309,588	\$25M
Allen Mooney & Barnes Investment A	186,316	\$15M
Sound Income Strategies, Llc	99,740	\$8M
Td Waterhouse Canada Inc.	98,112	\$8M
Gilman Hill Asset Management, Llc	97,927	\$8M

EDGAR 13F holdings as of 2026-09-30; filer values normalized to dollars.

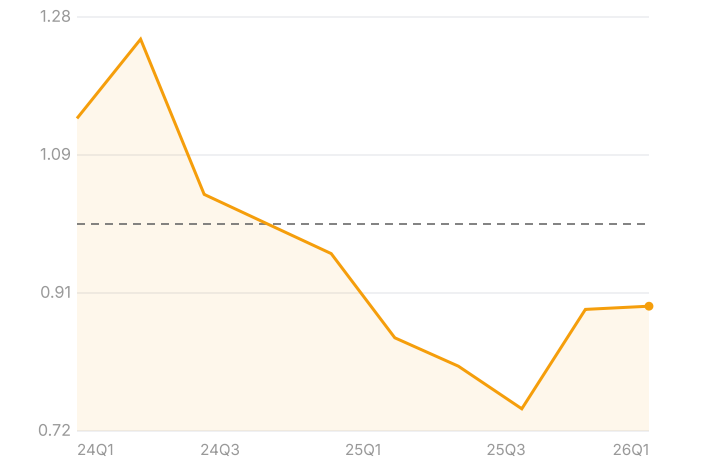
2.9 · Top ETF & Fund Ownership

FUND	WEIGHT	POSITION
VITSX	0.0%	\$312M
VTI	0.0%	\$312M
VTSAX	0.0%	\$312M
VSMPX	0.0%	\$312M
VFFSX	0.0%	\$257M
VFIAX	0.0%	\$257M

13F Filers Holding CLX — quarterly



Institutional Put/Call — quarterly

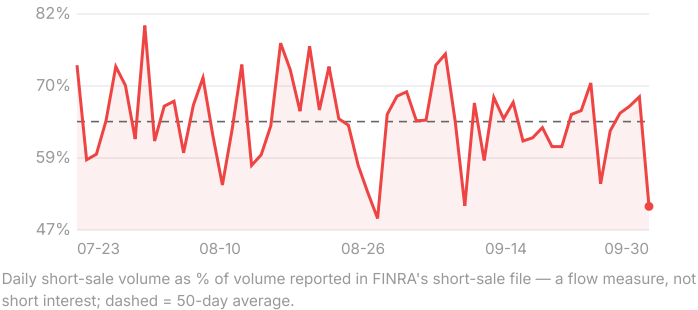


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14 SHORT VOLUME — DAILY, 60 SESSIONS

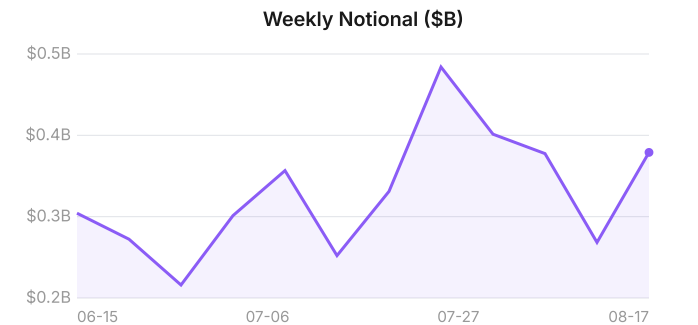
EDGE · live FINRA feed



LATEST SESSION 51.2% 2026-10-15	20-DAY AVG 63.1% 50-day 64.7%	TREND Falling 20d vs 50d	BY MARKET CENTER Q: 50% · N: 70% · B: 33% latest session
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15 DARK POOL ACTIVITY

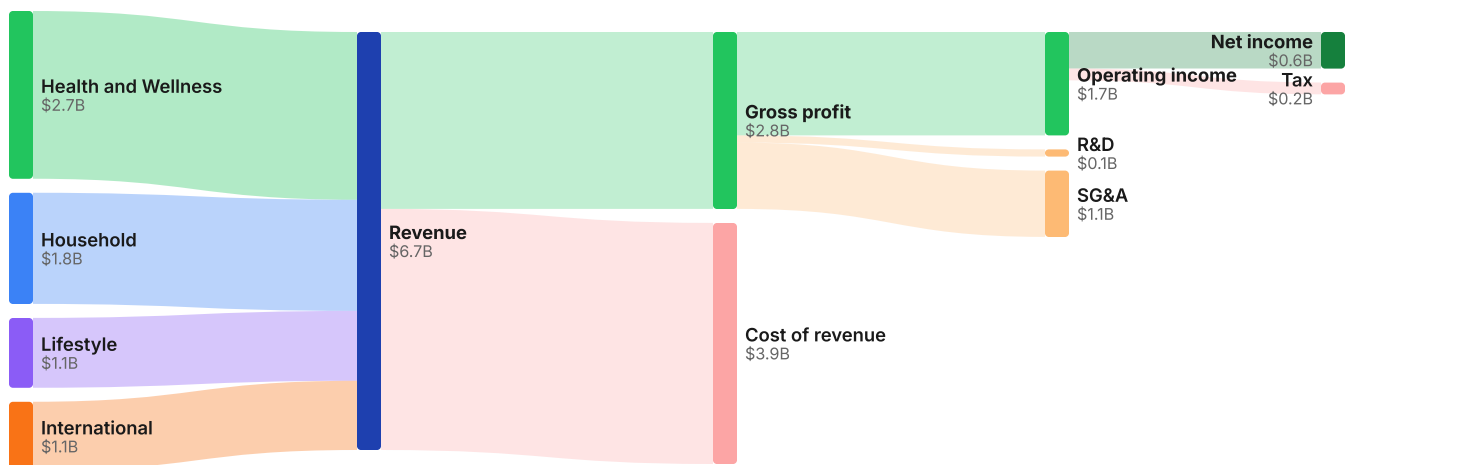
EDGE · live ATS data



Where CLX Trades in the Dark		
ATS VENUE (4-WK)	SHARES	AVG TRADE
Incr Intelligent Cross Llc	2.3M	47 sh
Ubsa Ubs Ats	1.9M	45 sh
Ebxl Level Ats	1.6M	23 sh
Mstx Ms Trajectory Cross (Ats-1)	1.5M	35 sh
Sgmt Sigma X2	1.3M	39 sh
Mlix Instinct X	1.1M	59 sh

16 REVENUE FLOW — FY2026

live segmentation + income data



Where a dollar of The Clorox Company revenue goes. All values FY2026 filings, live.

17 GEOGRAPHIC REVENUE

live segmentation

REGION	REVENUE	SHARE
UNITED STATES	\$5.6B	84%
Foreign	\$1.1B	16%

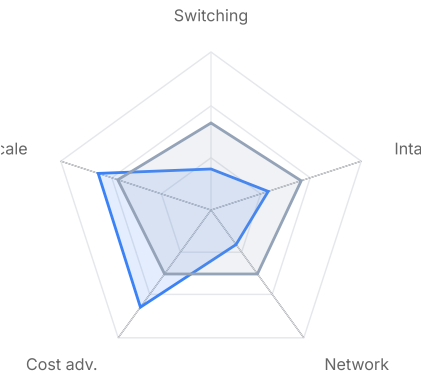
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18 MOAT & COMPETITIVE POSITION

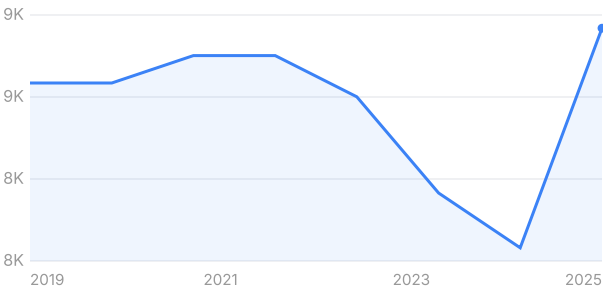
LIVE MODEL · 46/100 WEAK

Moat score 46/100 — Weak; primary source Cost Advantage.



CLX (live moat model) Peer median: ELF · REYN · CHD · IPAR · KMB
Component scores from the live moat model. Peer median illustrative.

3.8 · Employees (SEC filings)



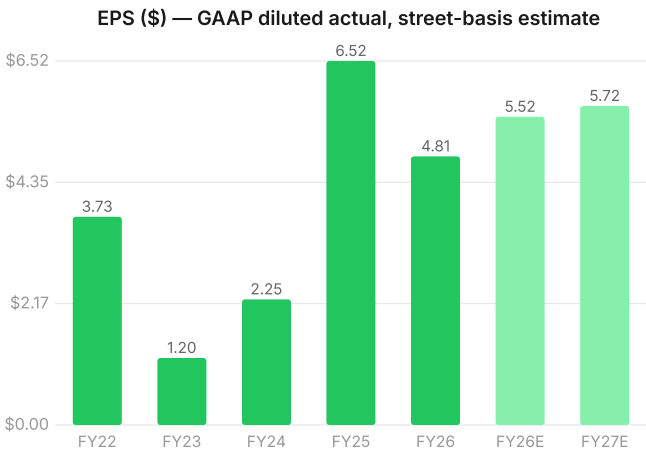
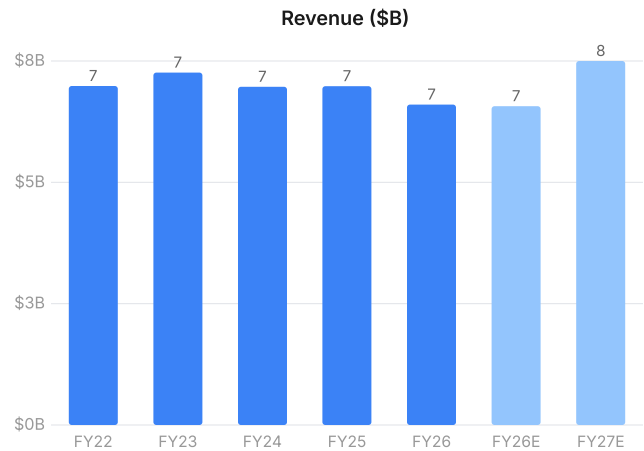
19 CORPORATE INFORMATION — KEY OFFICERS

9,200 employees

OFFICER	TITLE
Linda Rendle	Chief Executive Officer & Chairman
Nina Barton	Executive VP and Chief Growth & Strategy Officer
Luc Bellet	Executive Vice President & Chief Financial Officer
Kirsten Marriner	Executive Vice President & Chief Administrative Officer

20 REVENUE & EPS — HISTORY AND ESTIMATES

live consensus

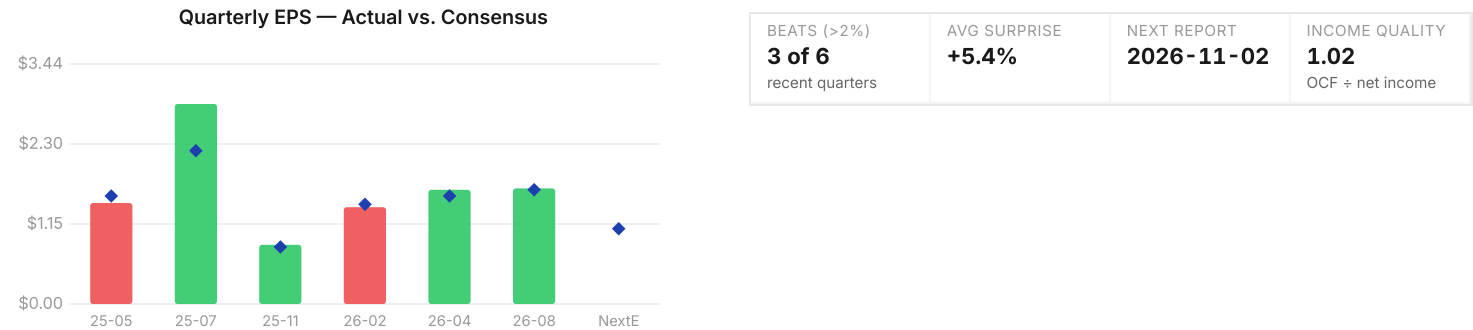


Actual bars are GAAP diluted EPS from the filed income statement; the lighter forward bars are street-basis consensus. The two are different measures and are not comparable quarter to quarter.

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21 ESTIMATE VS. ACTUAL & SURPRISES

live data



22 REPORTED VS. CONSENSUS — FULL HISTORY

0 quarters · live data

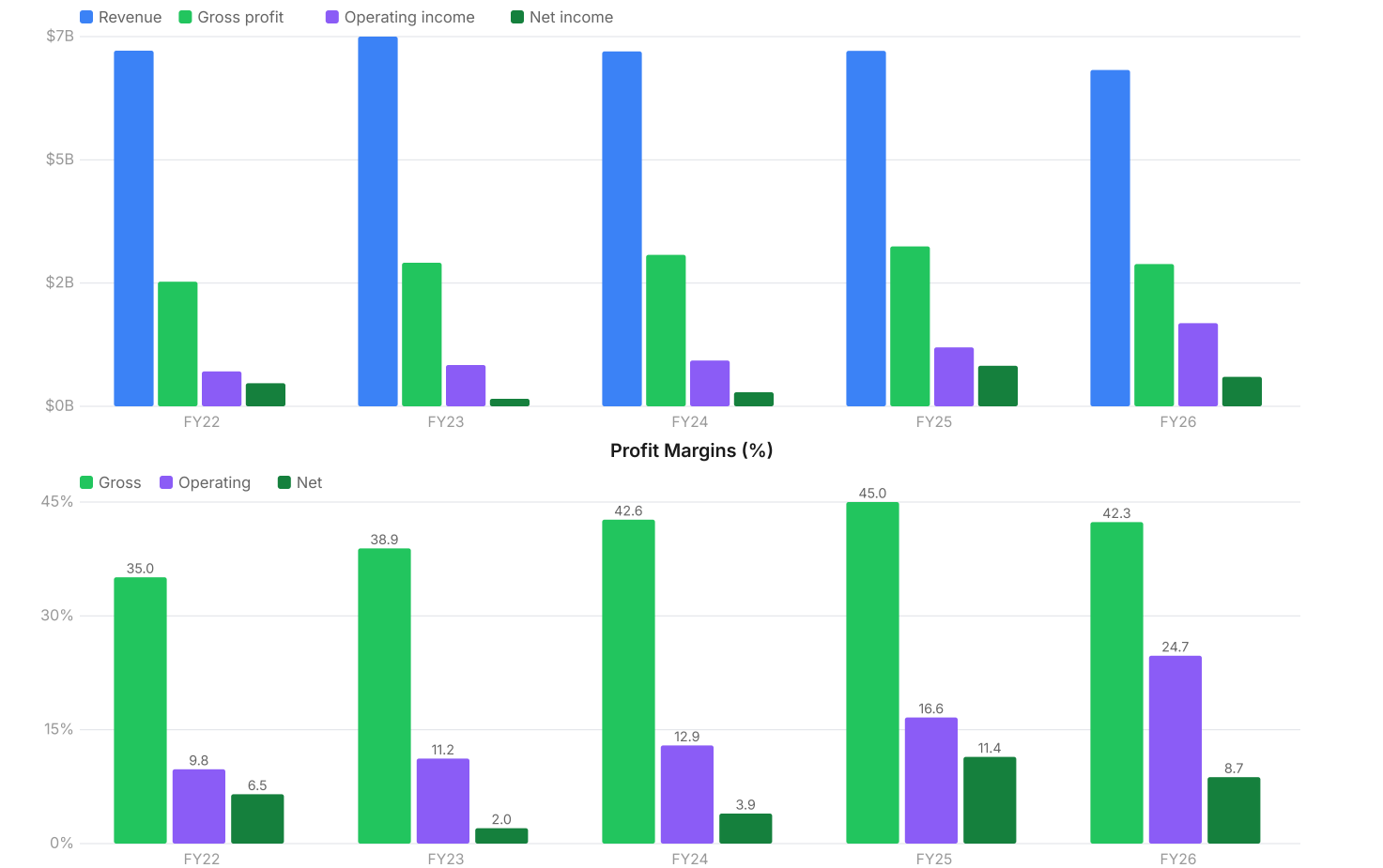
BEAT RATE —% 0 of 0 quarters	CURRENT STREAK 0 longest 0	AVG EPS SURPRISE —% median —%	SURPRISE TREND — last 4 vs prior 4
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PERIOD	EPS EST.	EPS ACTUAL	EPS SURPRISE	REV EST. (\$M)	REV ACTUAL (\$M)	REV SURPRISE
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Announcement dates to . Consensus as it stood at each report. Revenue surprise shown where both estimate and actual are filed. A beat record is history, not a forecast.

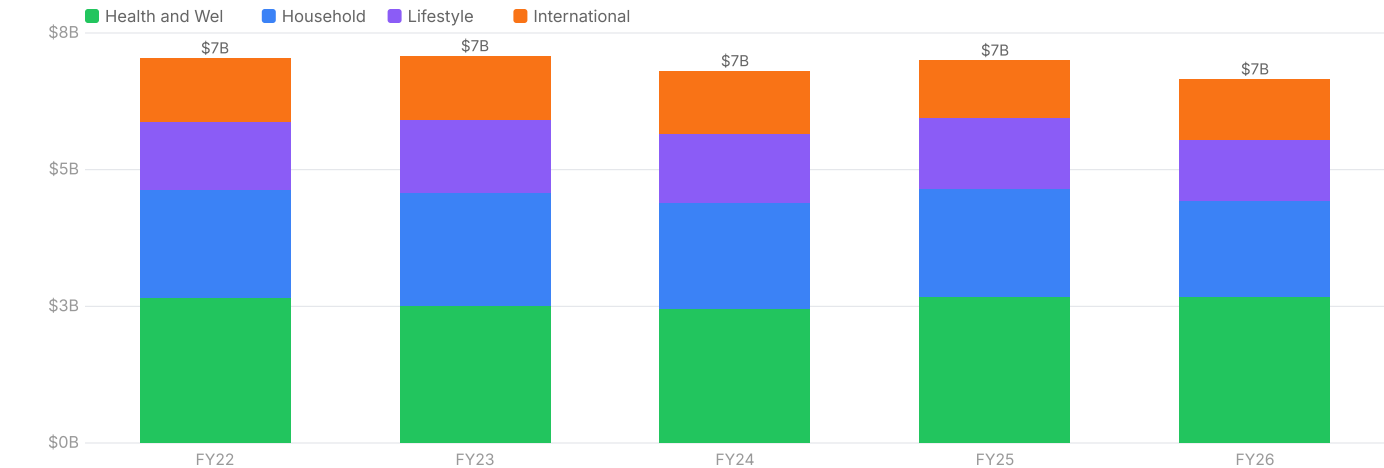
INCOME TRENDS — 5 YEAR

live financials



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Revenue by Segment — Stacked



Live segmentation data.

YoY Growth Heatmap — Income Lines

YOY GROWTH	FY22	FY23	FY24	FY25	FY26
Revenue	-3.2%	+4.0%	-4.0%	+0.2%	-5.4%
Gross profit	-21.7%	+15.3%	+5.4%	+5.6%	-11.0%
Operating income	-43.8%	+18.8%	+10.8%	+28.7%	+41.0%
Net income	-34.9%	-67.7%	+87.9%	+189.3%	-27.5%

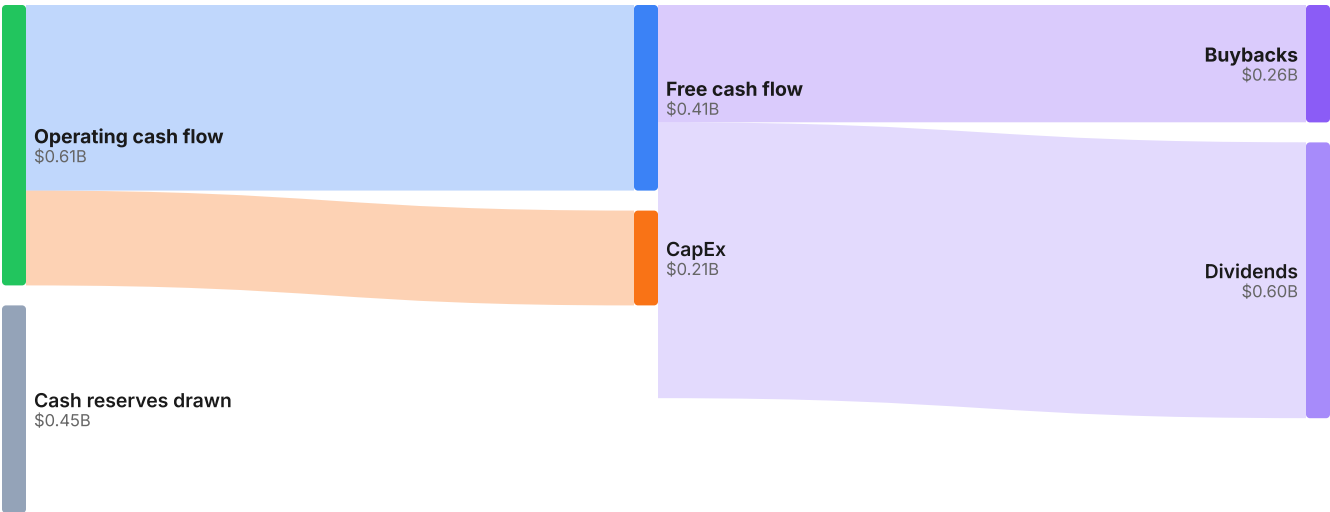
23 INCOME STATEMENT — FULL						live financials
\$B · FY ENDS	FY22	FY23	FY24	FY25	FY26	TREND
Revenue	7.1	7.4	7.1	7.1	6.7	
Cost of revenue	4.6	4.5	4.1	3.9	3.9	
Gross profit	2.5	2.9	3.0	3.2	2.8	
R&D expense	0.1	0.1	0.1	0.1	0.1	
SG&A expense	1.7	1.9	2.0	1.9	1.1	
Operating income	0.7	0.8	0.9	1.2	1.7	
EBITDA	0.9	0.6	0.7	1.4	1.2	
D&A	0.2	0.2	0.2	0.2	0.2	
Pretax income	0.6	0.2	0.4	1.1	0.8	
Income tax	0.1	0.1	0.1	0.3	0.2	
Net income	0.5	0.1	0.3	0.8	0.6	
Diluted EPS (\$)	3.73	1.20	2.25	6.52	4.81	
Diluted shares (M)	124	124	125	124	122	

CASH FLOW TRENDS						live data
OPERATING CF	CAPEX	FREE CASH FLOW	SBC	BUYBACKS	NET CASH CHANGE	
 \$1B	 \$0B	 \$0B	 \$0B	 \$0B	 \$-0B	

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WHERE THE CASH WENT — FY2026

cash Sankey, live data



Balance Sheet — Full

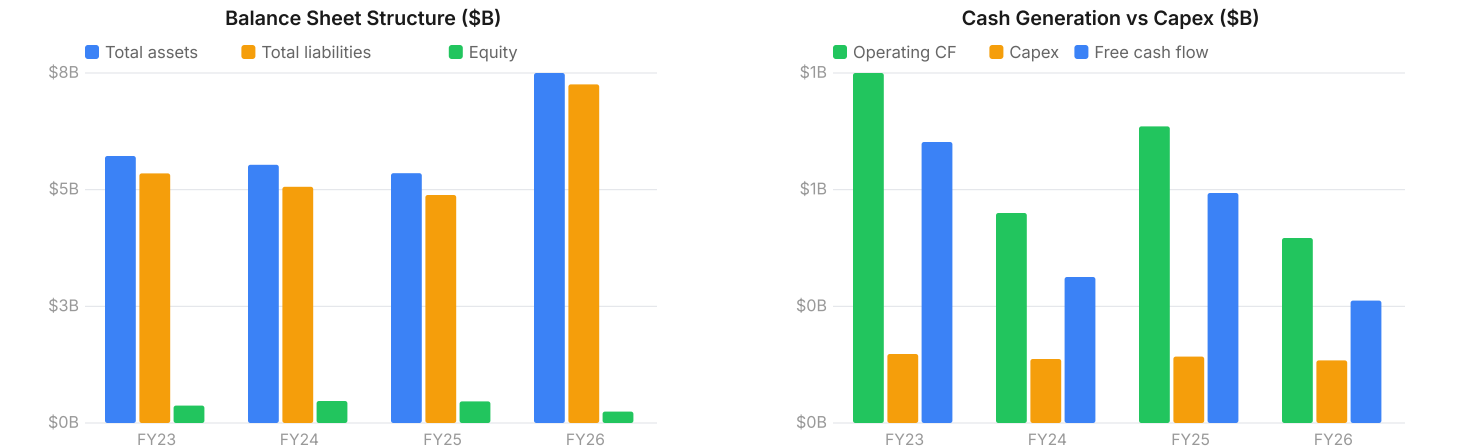
\$B	FY23	FY24	FY25	FY26	
Cash & equivalents	0.4	0.2	0.2	0.1	
ST investments	0.0	0.0	0.0	0.0	
Receivables (net)	0.7	0.7	0.8	0.8	
Total current assets	1.8	1.6	1.6	1.8	
PP&E (net)	1.7	1.7	1.6	1.9	
Goodwill + intangibles	2.0	1.9	1.8	2.6	
Total assets	5.9	5.8	5.6	7.8	
Accounts payable	1.0	1.0	0.8	1.6	
Short-term debt	0.1	0.0	0.0	1.1	
Deferred revenue	0.0	0.0	0.0	0.0	
Total current liabilities	1.9	1.6	1.9	2.8	
Long-term debt	2.5	2.5	2.5	4.0	
Total liabilities	5.6	5.3	5.1	7.5	
Shareholders' equity	0.4	0.5	0.5	0.3	

Cash Flow Statement — Full

\$B	FY23	FY24	FY25	FY26	
Net income	0.2	0.3	0.8	0.6	
D&A	0.2	0.2	0.2	0.2	
Stock-based compensation	0.1	0.1	0.1	0.0	
Working capital change	0.4	(0.2)	(0.2)	0.1	
Operating cash flow	1.2	0.7	1.0	0.6	
Capital expenditures	(0.2)	(0.2)	(0.2)	(0.2)	
Investing cash flow	(0.2)	(0.2)	(0.1)	(2.3)	
Buybacks	0.0	0.0	(0.3)	(0.3)	
Dividends paid	(0.6)	(0.6)	(0.6)	(0.6)	
Debt issuance / (repay)	(0.2)	(0.0)	0.0	2.6	
Financing cash flow	(0.8)	(0.7)	(0.9)	1.7	
Free cash flow	0.9	0.5	0.8	0.4	

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Left: what the balance sheet is made of — the gap between the assets bar and the liabilities bar is book equity. Right: whether the capex bar is covered by the operating-cash bar; where it is not, the difference was funded externally and free cash flow goes negative.

24 EXPANDED RATIO ANALYSIS (I)							live ratio engine · profitability · valuation
RATIO	FY22	FY23	FY24	FY25	FY26	TTM	TREND
PROFITABILITY							
ROE	95.6%	38.4%	102.2%	249.6%	285.6%	-1894%	
ROA	7.4%	2.5%	4.8%	14.3%	8.8%	7.5%	
ROIC	16.2%	20.9%	22.4%	29.9%	23.1%	20.4%	
Gross margin	35.0%	38.9%	42.6%	45.0%	42.3%	42.3%	
Operating margin	9.8%	11.2%	12.9%	16.6%	24.7%	24.7%	
Net margin	6.5%	2.0%	3.9%	11.4%	8.7%	8.7%	
EBITDA margin	13.1%	7.8%	10.4%	19.7%	17.4%	17.4%	
FCF margin	7.5%	12.6%	6.8%	10.7%	6.0%	—	
VALUATION							
P/E	33.53	121.93	57.80	17.97	19.86	18.1	
P/B	27.86	82.58	49.34	45.35	129.51	117.8	
P/S	2.18	2.46	2.28	2.05	1.73	1.57	
P/FCF	28.95	19.54	33.51	19.13	28.78	26.0	
EV/EBITDA	19.84	35.92	25.66	12.38	14.58	13.6	
EV/Revenue	2.59	2.80	2.66	2.43	2.53	2.4	
Earnings yield	3.0%	0.8%	1.7%	5.6%	5.0%	5.53%	
FCF yield	3.5%	5.1%	3.0%	5.2%	3.5%	3.85%	

EXPANDED RATIO ANALYSIS (II)							leverage · solvency
RATIO	FY22	FY23	FY24	FY25	FY26	TTM	TREND
LEVERAGE & SOLVENCY							
Current ratio	0.97	0.95	1.03	0.84	0.66	0.66	
Quick ratio	0.54	0.59	0.63	0.57	0.38	0.38	
Debt / equity	5.58	13.29	8.85	8.97	61.33	61.33	
Debt / assets	50.4%	49.2%	50.5%	51.8%	70.8%	70.8%	
Net debt / EBITDA	3.15	4.43	3.67	1.94	4.60	4.60	
Interest coverage	7.26	3.31	4.86	12.00	7.08	—	

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EXPANDED RATIO ANALYSIS (III)							efficiency · growth · per-share · scores
RATIO	FY22	FY23	FY24	FY25	FY26	TTM	TREND
EFFICIENCY							
Asset turnover	1.14	1.22	1.21	1.26	1.01	0.86	
Receivables turnover	11.06	10.79	10.53	9.70	8.42	8.5	
DSO (days)	33	34	35	38	43	43	
DPO (days)	75	81	89	84	115	151	
Cash conversion cycle	18	12	6	8	-10	-35	
GROWTH (YoY)							
Revenue growth	-3.2%	4.0%	-4.0%	0.2%	-5.4%	—	
Net income growth	-34.9%	-67.7%	87.9%	189.3%	-27.5%	—	
EPS growth	-34.1%	-68.0%	87.3%	192.3%	-26.6%	—	
FCF growth	-43.4%	73.8%	-48.1%	57.6%	-46.8%	—	
PER SHARE (\$)							
EPS (diluted, TTM)	3.73	1.20	2.24	6.55	4.81	4.82	
Book value / share	4.49	1.77	2.62	2.59	0.74	2.07	
Revenue / share	57.41	59.28	56.72	57.41	55.02	55.18	
FCF / share	4.32	7.46	3.86	6.15	3.32	3.33	
Cash / share	1.48	2.94	1.62	1.35	1.17	1.17	
SHAREHOLDER RETURN & SCORES							
Buyback yield	0.2%	0.0%	0.0%	2.3%	2.2%	2.20%	
Altman Z-Score	3.47	3.51	3.44	3.74	2.10	2.0	
Piotroski F-Score	5	6	6	7	4	5/9	
Beneish M-Score	-2.60	-3.39	-2.84	-2.46	-2.01	-2.01	

25 EARNINGS QUALITY PANEL				live scores
MODEL	SCORE	ZONE	NOTE	
Piotroski F-Score	5 / 9	Middling		
Altman Z-Score	2.0	Grey zone	Grey	
Income quality	1.02	Cash-backed	OCF ÷ net income	
Beneish M-Score	-2.01	Elevated	vs -2.22 threshold	

26 DUPONT & GROWTH QUALITY				live analysis engine
DUPONT DECOMPOSITION (TTM)		VALUE	GROWTH QUALITY (LIVE)	VALUE
Tax burden		0.74	Revenue stability	0.72
Interest burden		0.86	Earnings stability	0.01
Operating margin		13.7%	Earnings persistence	0.89
Asset turnover		1.01×	Revenue CAGR 3y	-3.1%
Financial leverage		32.49×	EPS CAGR 3y	59.0%
= ROE		286%	FCF CAGR 3y	-24.2%

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SHAREHOLDER RETURN PROFILE live

BUYBACK YIELD 2.20%	DIVIDEND YIELD 5.71%	TOTAL SHAREHOLDER RETURN 7.16% cash yield	SBC / REVENUE 0.7% dilution pressure
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27 MULTIPLE HISTORY — FY SNAPSHOTS + TTM live ratio engine



28 PEER COMPARISON live peer engine

COMPANY	MKT CAP	P/E	ROE	NET MARGIN	REV GROWTH	PIOTROSKI	1-YR RET
ELF	\$6.7B	113.4	6%	13.9%	+31.2%	4/9	-16.4%
REYN	\$4.8B	13.9	15%	9.4%	+2.7%	7/9	-2.0%
CHD	\$24.8B	33.5	17%	13.3%	+2.7%	8/9	+21.4%
IPAR	\$3.7B	22.1	20%	8.9%	+2.9%	8/9	+24.6%
KMB	\$35.1B	18.0	129%	8.2%	-12.3%	7/9	—
KVUE	\$36.3B	21.7	16%	11.5%	+1.8%	8/9	—
EL	\$37.9B	205.0	5%	-3.2%	+5.1%	7/9	—
NWL	\$2.4B	-10.7	-9%	5.3%	-2.0%	4/9	—

1-yr returns computed from adjusted price history; peers without a tracked series show —.

29 ANALYST CONSENSUS & ESTIMATES live consensus

Hold

29 Analysts



MEAN TARGET (QTR) \$93.40 10 targets	TARGET VS. PRICE +7.2% last-quarter mean	NEXT REPORT 2026-11-02 street \$1.08	
---	---	---	--

CONSENSUS ESTIMATES	REVENUE MEAN	HIGH / LOW	EPS MEAN	HIGH / LOW	# EPS EST.
FY2026	\$6.68B	\$6.70B / \$6.65B	\$5.52	\$5.59 / \$5.48	9
FY2027	\$7.63B	\$7.67B / \$7.60B	\$5.72	\$5.78 / \$5.50	11
FY2028	\$7.81B	\$7.93B / \$7.65B	\$6.15	\$6.30 / \$6.02	10

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30 STREET TARGETS & THIRD-PARTY RATING

live targets + composite

Street Price Target — Trajectory

WINDOW	AVG TARGET	VS. PRICE	# TARGETS
Last Month	\$86.00	-1.3%	3
Last Quarter	\$93.40	+7.2%	10
Last Year	\$107.12	+23.0%	33
All Time	\$124.58	+43.0%	67

Rolling mean of published targets vs. last close \$87.09. Aggregated from StreetInsider, Benzinga, Pulse 2.0.

Third-Party Composite Rating

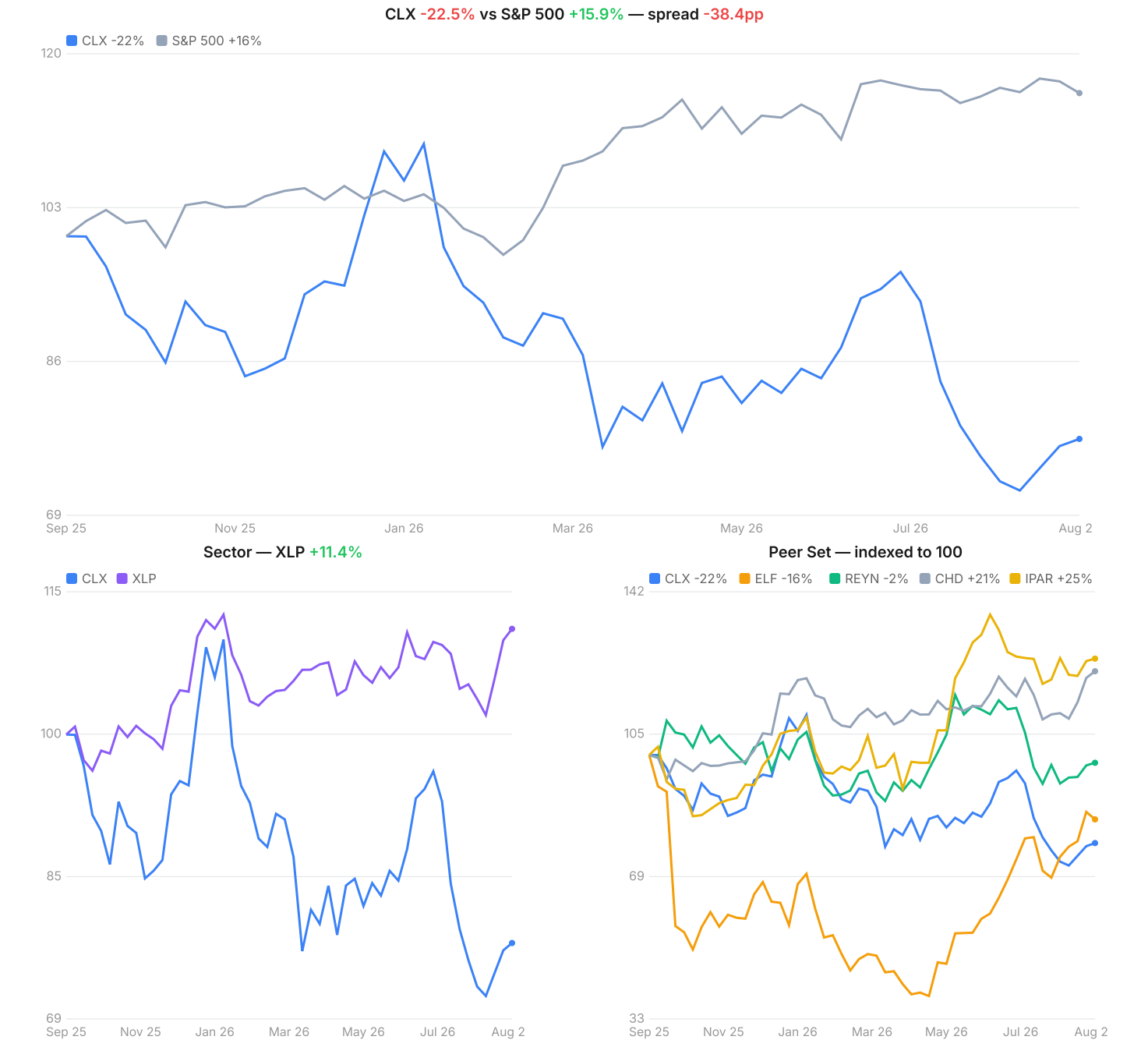
B

DCF4/5ROE5/5ROA4/5DEBT/EQ1/5P/E2/5P/B1/5

Independent quant composite as of 2026-10-16; components scored 1-5 (5 best). Shown for contrast with the InsiderStreet Score — methodologies differ.

31 PRICE PERFORMANCE — INDEXED, 12 MO

live prices · benchmark + sector + peer set



All series indexed to 100 at the start of the window, adjusted closes.

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TECHNICAL CHART — 6-MONTH DAILY CANDLES, INDICATORS ON

site chart, print edition



Candlesticks with SMA 20/50 overlay, Bollinger (20,2σ) band, volume, and Wilder RSI(14) — computed from live daily OHLCV.

MOVING AVERAGE RIBBON & TREND

site technicals-tab chart, live indicator history



MOVING AVERAGE	VALUE	DISTANCE	% DISTANCE	SIGNAL
SMA 20	\$83.43	+3.66	+4.39%	Above
SMA 50	\$92.40	-5.31	-5.75%	Below
SMA 200	\$99.09	-12.00	-12.11%	Below
EMA 9	\$84.80	+2.29	+2.70%	Above
EMA 21	\$85.21	+1.88	+2.21%	Above
EMA 50	\$89.10	-2.01	-2.26%	Below
EMA 200	\$98.11	-11.02	-11.23%	Below

Series and readings from the nightly technical-indicator history — identical data to the site's ribbon chart. Supertrend segments colored by direction.

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32 TECHNICAL POWER SCORE

EDGE · site engine · 68/100 composite

TECHNICAL VERDICT

BULLISH

Power Score +35

16 of 22 indicator votes bullish

Family Scores (site weights)

Trend 30%

Momentum 25%

Volume 20%

Volatility 10%

Patterns 15%

50

82

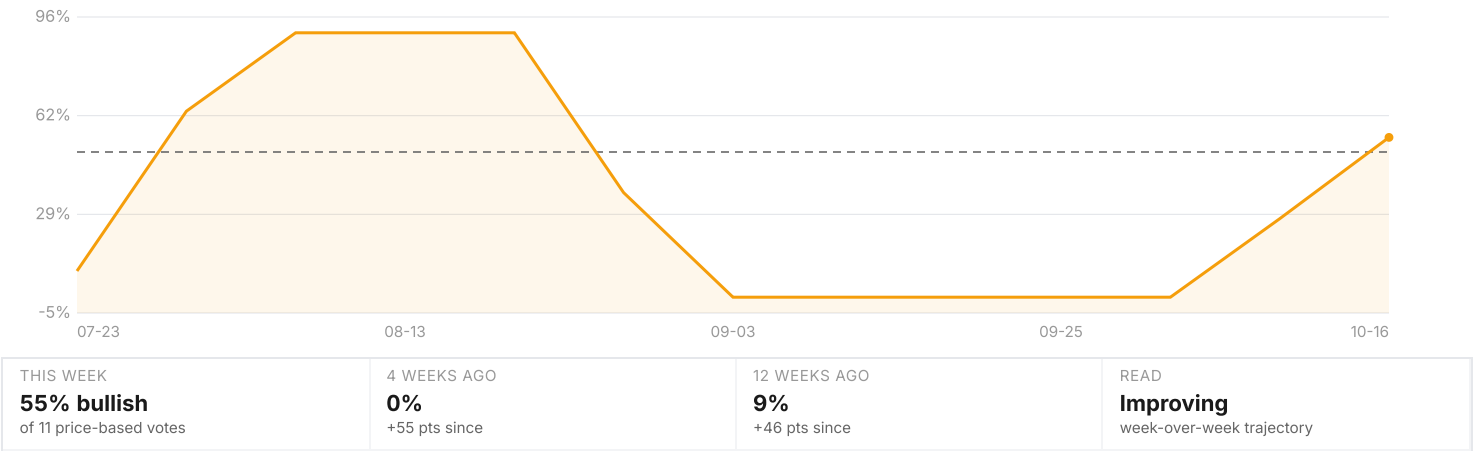
88

67

50

BULLISH — BUT WHICH WAY IS IT TRENDING?

vote share recomputed weekly, 13 weeks



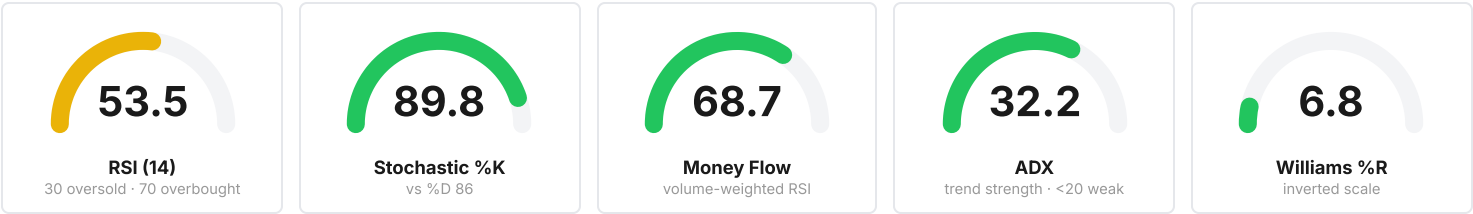
INDICATOR VOTE GRID

16 bull / 6 bear

Price vs SMA 20	\$83.43	Price vs SMA 50	\$92.40	Price vs SMA 200	\$99.09
EMA 9/21 Cross	84.8/85.2	SMA 50/200	Death	ADX Direction	ADX 32
Supertrend	\$87	Parabolic SAR	\$81	SMA Slope	0.200
RSI	53.5	Stochastic K/D	90/86	StochRSI K/D	100/100
Williams %R	-7	CCI	144	TSI vs Signal	-15.6
CMO	6.9	ROC	8.31%	OBV Signal	Accum
Chaikin MF	0.070	MFI	69	Force Index	1M
Elder Ray Bull	2.24				

INDICATOR GAUGES

site technicals-tab style



33 KEY LEVELS & VOLATILITY

live indicator table

LEVEL	VALUE	LEVEL	VALUE
Pivot / R1 / R2	\$86.36 / \$87.51 / \$88.81	S1 / S2	\$85.06 / \$83.91
Bollinger (20,2)	\$79.48 – \$87.39	Squeeze	Off
52-wk range	\$79.12 – \$125.82	Off 52-wk high	-30.8%
ATR (14)	\$2.16 (2.5%)	Historical vol	28.6%

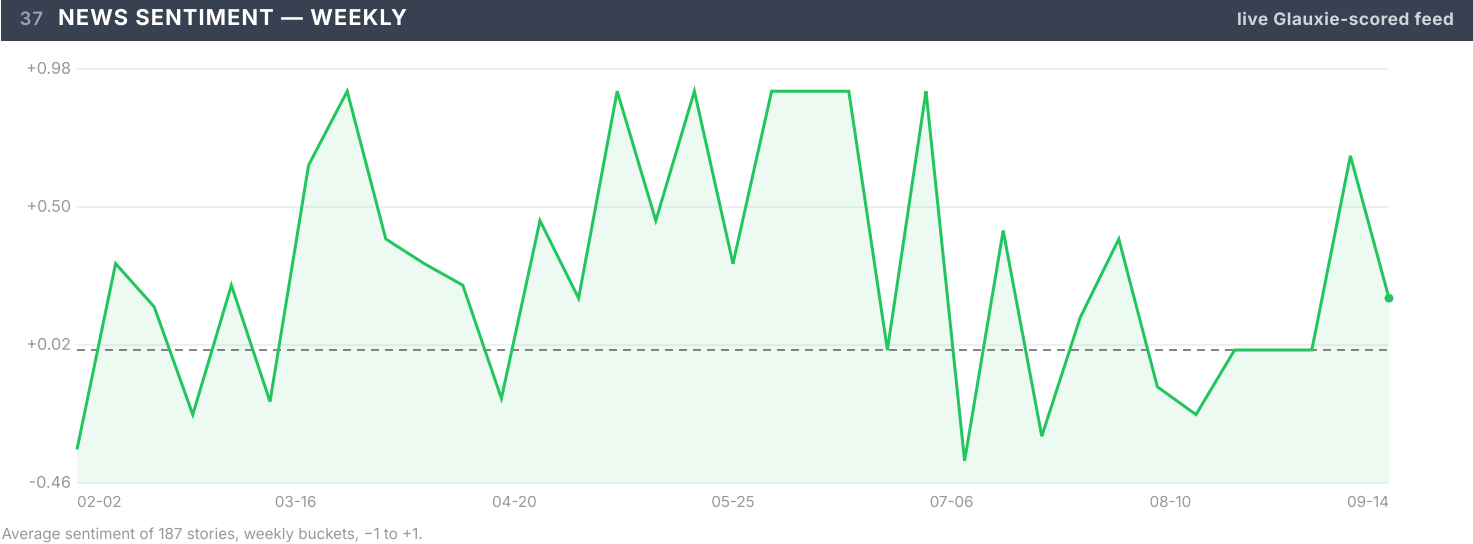
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34 SEASONALITY — 20-YEAR AVERAGES											live model · win rates shown
+1.0% Jan 55%	+0.1% Feb 55%	+0.5% Mar 71%	+0.6% Apr 50%	-0.8% May 45%	+0.5% Jun 55%	+1.8% Jul 60%	+1.1% Aug 50%	-1.1% Sep 50%	+1.0% Oct 50%	+1.9% Nov 55%	+0.1% Dec 60%

Sample: 20 years — treat short histories as suggestive, not statistical.

35 RISK INDICATORS			computed from live price history
COMPUTED FROM LIVE WEEKLY PRICES		CLX	S&P 500
Weekly volatility (σ , 1y)		4.76%	1.83%
Best / worst week (1y)		+8.2% / -11.7%	—
Max drawdown (5y, monthly)		-56.4%	—
1-week VaR (95%)		-9.9%	—
Beta (5y)		0.54	1.00

36 EQUITY WEATHER & MARKET REGIME		EDGE · live weather engine
CLX EQUITY WEATHER (LIVE)		MARKET REGIME (2026-10-16)
CLOUDY · -4		NEUTRAL
Trend	-43	VIX 19.99 Normal
Momentum	+52	DOW THEORY Confirmed Bearish
Volume	+36	SPY / QQQ TSI 7.2 / 4.7 trend strength
Volatility	-60	SECTOR STRENGTH 46/100 breadth average
Breadth	-22	



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38 WEATHER - COMPANY VS INDUSTRY, SECTOR, UNIVERSE

EDGE · live weather engine · Cloudy

OVERALL -4.1 +5.7 vs industry	TREND -42.9 -42.5 vs industry	MOMENTUM +51.5 +48.4 vs industry	VOLUME +35.5 +21.3 vs industry
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READING	CLX	HOUSEHOLD & PERSONAL PRODUCTS N=397	CONSUMER DEFENSIVE N=3,080	ALL US SYMBOLS N=70,435
Overall	-4.1	-9.7	-15.7	-20.5
Trend	-42.9	-0.4	-19.0	-21.3
Momentum	+51.5	+3.1	-6.2	-15.8
Volume	+35.5	+14.2	-5.0	-3.8

Trend, momentum and volume are computed per company. Volatility and breadth are market-regime values shared by every symbol in the universe, so they are reported once under Market Regime rather than compared here - a company cannot differ from its sector on a constant.

39 EXECUTIVE COMPENSATION

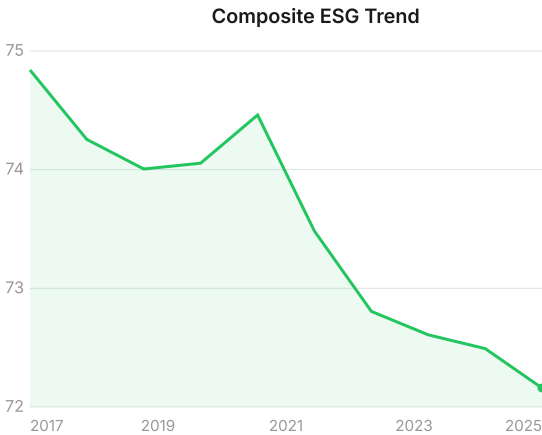
live proxy data · FY2026

EXECUTIVE	TOTAL COMP	STRUCTURE
Linda Rendle Chair and Chief Executive Offic	\$14.0M	85% equity+incentive
Luc Bellet EVP and Chief Financial Officer (	\$7.7M	88% equity+incentive
Chris Hyder EVP and Chief Operating Officer	\$7.6M	88% equity+incentive
Kirsten Marriner EVP and Chief Administrativ	\$6.2M	84% equity+incentive
Angela Hilt EVP and Chief Legal & External A	\$6.0M	84% equity+incentive

40 ESG ASSESSMENT

live disclosure-derived scores

PILLAR (LIVE DISCLOSURE SCORES)	SCORE
Environmental	71
Social	68
Governance	72
Composite ESG	70



41 8-K MATERIAL EVENTS

live EDGAR feed

FILED	8-K CONTENTS	ITEMS
2026-08-03	Earnings Release; Regulation FD; Exhibits	2.02,7.01,9.01
2026-06-17	Officer/Director Change; Regulation FD; Exhibits	5.02,7.01,9.01
2026-05-28	Officer/Director Change; Regulation FD; Exhibits	5.02,7.01,9.01
2026-04-30	Earnings Release; Regulation FD; Exhibits	2.02,7.01,9.01
2026-04-01	Regulation FD; Other Events; Exhibits	7.01,8.01,9.01
2026-03-10	Entry into Material Definitive Agreement; Creation of Direct Financial	1.01,2.03,9.01
2026-02-03	Results of Operations and Financial Condition; Regulation FD Disclosur	2.02,7.01,9.01
2026-01-22	Regulation FD Disclosure; Other Events; Financial Statements and Exhib	7.01,8.01,9.01

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42 METHODOLOGY

Methodology. Every figure originates in InsiderStreet's production data layer and is computed deterministically by the same engines that power insiderstreet.ai. This factsheet contains no model-written text. Sections without underlying data are omitted rather than estimated.

43 DISCLOSURES

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44 DATA PROVENANCE FOR THIS REPORT

[sources](#) · [coverage](#) · [method](#)

DATA DOMAIN	SOURCE	COVERAGE FOR THIS REPORT
Price & volume	market_db.historical_prices	52 rows
Fundamentals	income_statements_annual	6 rows · 2021 to 2026
Reported vs consensus	fact/earnings_calendar	24 rows · 2020-11-02 to 2026-08-03
Analyst estimates	dim/forward_estimates	3 rows · 2026-06-30 to 2028-06-30
Institutional ownership (13F)	holdings_db.institutional_ownership_summary	116 rows · 1997 to 2026
Insider transactions (Form 4)	edgar/form4	12 rows · 2026-10-05
Proposed sales (Form 144)	edgar/form144	1 record
Beneficial ownership (13D/G)	edgar/13dg	4 rows · 2025-04-25 to 2026-04-29
Short-sale volume (FINRA)	edgar/short_volume_daily	60 rows · 2026-07-23 to 2026-10-15
Dark pool (ATS, tier 1)	edgar/darkpool_weekly	12 rows · 2026-06-15 to 2026-08-31
ETF & fund holding	etf_holdings_changelog (30d)	1 record
Peer set	stock_peers_dynamic	8 rows
Industry medians	industry_medians	1 record
Congressional trades	congress_db (House + Senate)	1 record
ESG	fact/esg_disclosures	1 record

Method. Every figure in this factsheet is looked up from a named field computed in code. It contains no model-written text.

Not covered. Short interest as a percent of float and days-to-cover are not in this data set — the short-sale figures above are FINRA volume, a flow, and cannot support squeeze or covering analysis. Options positioning and intraday data are also absent. 13F ownership is filed 45 days after quarter end and congressional trades are disclosed on a lag, so both describe a past position, not a current one.