

2023 Fact Sheet



WD-40 Company - NASDAQ: WDFC

About

WD-40 Company is a global marketing organization dedicated to creating positive lasting memories by developing and selling products that solve problems in workshops, factories and homes around the world. We own a wide range of trusted maintenance, homecare, and cleaning products under the following well-known

brands: WD-40®, 3-IN-ONE®, GT85®, X-14®, 2000 Flushes®, Carpet Fresh®, no vac®, Spot Shot®, 1001®, Lava® and Solvol®. Our products deliver above expectation performance at an extremely good value. We are headquartered in San Diego, California but our products and employees can be found all over the world.



"The blue and yellow can with the little red top is one of the most widely distributed and consistently executed global brands out there. We owe this success to our secret formula. Not the one found inside the blue and yellow can with the little red top, but rather our wonderful global employees. At WD-40 Company, we know our people make us great. You will not find the greatest asset we have on our balance sheet because it is comprised of our 600 employees. We strive to be an employer of choice where all employees can bring their best and genuine selves to work. The talented people we have here will drive our sustainable forward momentum."

STEVEN A. BRASS
President, CEO & Director

Four-by-Four Strategic Framework

Four Must-Win Battles – Drive Revenue Growth

1. Lead Geographic Expansion

WD-40 Company's largest growth opportunity is the geographic expansion of the blue and yellow can with the little red top.

2. Accelerate Premiumization

Product premiumization is a major contributor to our revenue growth and gross margin expansion. Our premiumized WD-40 Smart Straw® delivery system has been our most successful innovation.

3. Drive WD-40 Specialist® Growth

WD-40 Specialist® was developed to leverage our most iconic asset, the blue and yellow can with the little red top. It helps us achieve category leadership through range extension.

4. Turbo-Charge Digital Commerce

Engage with end users at scale and become the global leader in our category within the digital commerce platform. We see digital as an accelerant of all our other Must-Win Battles.

Four Strategic Enablers – Operational Excellence

1. Ensure a People-First Mindset

We strive to be an employer of choice where all employees can bring their best and genuine selves to work. We are committed to fostering a culture of belonging, recognition, rewards and resiliency, while attracting, developing, and engaging talent that will drive our sustainable forward momentum.

2. Build a Sustainable Business for the Future

We define sustainability as the ability of a business to exist for a long period of time, perhaps indefinitely. We are committed to operating our business in a manner that will have positive environmental and societal impacts that will continue to create and protect long-term stakeholder value.

3. Achieve Operational Excellence in Supply Chain

We believe that a resilient and high-performing supply chain enabled by people, capacity, and capabilities will secure the long-term success of our company. This enabler is built on four pillars of success: a balanced global supply chain, progress on ESG integration, integrated end-to-end planning and commercial innovation.

4. Drive Productivity Via Enhanced Systems

We will identify and implement productivity solutions by using secure technologies to improve processes, provide effective access to critical analytics, and deliver the highest value investments through effective project and program management. This will drive profitability improvements through enhanced productivity, controlled IT spending, increased employee satisfaction, as well as access to timely and accurate data that drives better decision making.

Our Tribe

At-WD-40 Company, we know our people make us great. Our small but mighty tribe is located all over the world. In fiscal year 2022 we generated nearly \$900 thousand in revenue per tribe member. We believe that in order to maximize productivity and profitability we have to engage our employees. Our employee engagement level is currently 93%.

Our Values

Our values are the heart and soul of our culture. They guide us so that we can each make autonomous decisions but still act as one.



We value doing the right thing



We value creating positive lasting memories in all our relationships



We value making it better than it is today



We value succeeding as a tribe while excelling as individuals



We value owning it and passionately acting on it



We value sustaining the WD-40 Company economy

FY23 Financial Results

Net Sales

\$537.3M

Diluted Earnings Per Share

\$4.83

Net Income

\$66.0M

Gross Margin

51%

Return on Invested Capital*

24%

*Calculated as net operating profit after tax divided by average total assets less cash and cash equivalents, short-term investments and noninterest bearing liabilities.

Fast Facts

Shares Outstanding

13.6M

Annualized Dividend

\$3.27

Market Cap

\$2.9B

52 Week Range

\$150.69-\$234.69

Countries & Territories Worldwide

>176

Market data sourced from NASDAQ, as of 11/01/23

INVESTOR CONTACT INFORMATION

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FORWARD-LOOKING STATEMENTS This fact sheet may include forward-looking statements within the meaning of the Private Securities Litigation Reform Act of 1995 that involve risks and uncertainties that could cause actual results to differ materially from those expressed or implied herein. Please refer to our various SEC filings for a more detailed discussion of these risks.