

2025 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[®], no vac[®], Spot Shot[®], 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.



"Fiscal year 2025 was a year of solid momentum and disciplined execution as WD-40 Company celebrated 72 years of delivering innovative solutions worldwide. Despite global headwinds, we achieved meaningful growth driven by strong volumes and exceeded our 55% gross margin target a year ahead of schedule—a remarkable turnaround over the past four years."

These results reflect the power of focus and our Four-by-Four Strategic Framework. Most importantly, they are a testament to the dedication and ingenuity of our employees, whose commitment continues to strengthen our financial foundation and position us for long-term success."

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 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 an Enduring Business for the Future

Building an enduring business for the future is our commitment to operating our business in a manner which ensures a balance between economic growth, environmental impact, and social wellbeing which will help 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 Through Enhanced Systems

We're building a scalable digital infrastructure designed to support global growth and enhance operational agility—accelerating our strategic execution.

Our People

At-WD-40 Company, we know our people make us great. Our small but mighty team is located all over the world. In fiscal year 2025 we generated nearly \$900 thousand in revenue per employee. We believe that in order to maximize productivity and profitability we have to engage our employees. Our employee engagement level is currently 94%.



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 at 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 together while excelling as individuals



We value owning it and passionately acting on it



We value sustaining the WD-40 Company economy

FY25 Financial Results

Net Sales

\$620M

Diluted Earnings Per Share

\$5.82¹

Net Income

\$79.1M¹

Gross Margin

55.1%

Return on Invested Capital

26.9%^{1, 2}

Fast Facts

Shares Outstanding

13.6M

Annualized Dividend

\$3.70

Market Cap

\$2.7B

52 Week Range

\$187.40-\$290.36

Countries & Territories Worldwide

>176

Market data sourced from NASDAQ, as of 11/13/25

¹ Excludes the impact of a one-time income tax adjustment that affected the Company's fiscal year 2025 income tax rate.

² Calculated as net operating profit after tax divided by average total assets less cash and cash equivalents, short-term investments and noninterest bearing liabilities.

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.

INVESTOR CONTACT INFORMATION

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