

2022 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 tribe members can be found all over the world.



"The blue and yellow can with the little red top is stronger than ever and is one of the most widely distributed and most consistently executed global brands out there. And then of course, there's our secret formula, not the one found inside the blue and yellow can with the little red top, but rather our wonderful global tribemates. We believe in the will of the people. Will is not tangible and you won't find it on our balance sheet. It encompasses morale, motivation, collaboration and a desire to offer discretionary effort. Our special culture is absolutely a key source of competitive advantage and a critical multiplier of our strategic effectiveness, which will enable us to drive progress and sustain success."

STEVEN A. BRASS
President, CEO & Director

Strategic Initiatives

Desired Outcome

<p>1. Build a Business for the Future Build an enduring business that we will be proud to pass onto the next generation. By using our purpose and values as a decision-making filter, we will make infinite-minded decisions that create and protect long-term stakeholder value.</p>	Fully integrate ESG factors into our business
<p>2. Attract, Develop and Engage Outstanding Tribe Members We know our people make us great. By building and nurturing an inclusive and diverse, purpose-driven, learning and teaching organization, our tribe members will succeed together while excelling as individuals.</p>	Grow employee engagement to greater than 95 percent
<p>3. Strive for Operational Excellence Foster a culture of continuous improvement in which operational excellence is the responsibility of every tribe member. Operational excellence means optimizing collaboration, resources, systems and processes as well as prioritizing the use of our time, talent, treasure and technology.</p>	Execute the 55/30/25 business model
<p>4. Grow WD-40® Multi-Use Product Grow the WD-40 Multi-Use Product line through continued geographic and digital expansion, increased market penetration, educating end-users about new uses, and the development of new and unique delivery systems that make the product easier to use.</p>	Grow WD-40 Multi-Use Product to ~\$525 million in net sales by 2025
<p>5. Grow the WD-40 Specialist® Product Line Leverage the WD-40® Brand by developing new products and categories which build and reinforce the core brand positioning and create growth through continued geographic and digital expansion.</p>	Grow WD-40 Specialist to ~\$125 million in net sales by 2025
<p>6. Expand and Support Portfolio Opportunities that Help Us Grow Expand 3-IN-ONE, GT85 or future maintenance brands with portfolio opportunities that fit well within our unique multi-channel distribution network. Support homecare and cleaning brands that provide healthy profit returns.</p>	Grow to ~\$50 million in net sales by 2025

Our growth aspirations for revenue are based on the Company's current expectations, beliefs and forecasts. They are expressed in good faith and are believed by the Company to have a reasonable basis, but there can be no assurance that they will be achieved or accomplished.

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 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 as a tribe while excelling as individuals



We value owning it and passionately acting on it



We value sustaining the WD-40 Company economy

FY22 Financial Results

Net Sales

\$518.8M

Earnings Per Share

\$4.90

Net Income

\$67.3M

Gross Margin

49%

Return on Invested Capital*

23%

Fast Facts

Shares Outstanding

13.6M

Annualized Dividend

\$3.12

Market Cap

\$2.3B

52 Week Range

\$145.16-\$255.31

Countries & Territories Worldwide

>176

Market data sourced from NASDAQ, as of 11/29/22

*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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