

2020 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.



"Our long-term objectives are aspirational but they are built on a solid foundation. All the growth that will be required to meet our long-term revenue objectives will be driven by the WD-40 tribe members, the people who are behind the blue and yellow can with the little red top. Our job is to make sure we create an environment where our tribe members wake up each day inspired to go to work, feel safe while they are there, and return home at the end of the day fulfilled by the work they do. This is the world we envision."

GARRY O. RIDGE
Chairman and Chief Executive Officer

Strategic Initiatives

Growth Aspirations

1. Grow WD-40 Multi-Use Product Maximize the product line through geographic expansion, increased market penetration and development of new and unique deliver systems. More places, more people, more uses, more frequently.	Grow WD-40 Multi-Use Product to \$530 million in net sales
2. Grow the WD-40 Specialist Product Line Leverage the WD-40 Specialist line to create growth through continued geographic expansion as well as by developing new products and product categories within identified platforms.	Grow WD-40 Specialist to \$100 million in net sales
3. Broaden Product and Revenue Base Leverage the recognized strengths of WD-40 Company to derive revenue from existing brands as well as from new sources and products.	Continue to grow, nurture and develop products that fit well with our unique multi-channel distribution network and grow to \$70 million
4. Attract, Develop and Retain Outstanding Tribe Members Succeed as a tribe while excelling as individuals.	Grow employee engagement to greater than 95 percent
5. Operational Excellence Continuous improvement by optimizing resources, systems and processes as well as applying rigorous commitment to quality assurance, regulatory compliance, and intellectual property protection.	Execute the 55/30/25 business model while safeguarding the "Power of the Shield"

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, it's all about the people. Our small but mighty tribe is located all over the world. In fiscal year 2020 we generated nearly \$780 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

FY20 Financial Results

Net Sales

\$408.5M

Earnings Per Share

\$4.40

Net Income

\$60.7M

Gross Margin

55%

Return on Invested Capital*

32%

Fast Facts

Shares Outstanding

13.7M

Annualized Dividend

\$2.68

Market Cap

\$3.3B

52 Week Range

\$151.16 - \$254.91

Countries & Territories Worldwide

>176

Market data sourced from NASDAQ, as of 11/02/20

*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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