



Supercharging Innovation Discovery with AI

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Global Portfolio of Leading Brands Trusted & Loved by Consumers



BURT'S BEES



BRITA



NEOCELL





Innovation is the lifeblood of the company



MEET THE FRESH STEP® OUTSTRETCH® FAMILY



Outstretch® Long Lasting Clumping Litter with Febreze Freshness



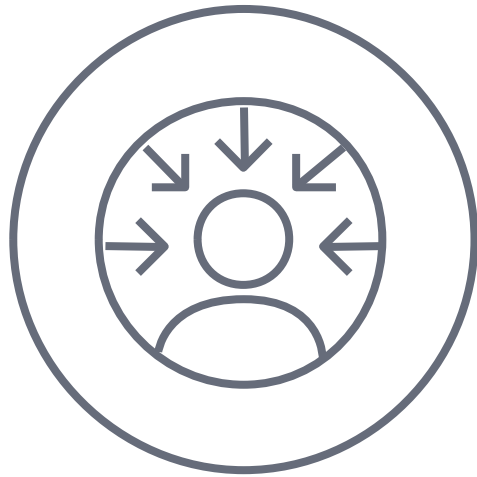
Outstretch® Long Lasting Clumping Litter Unscented



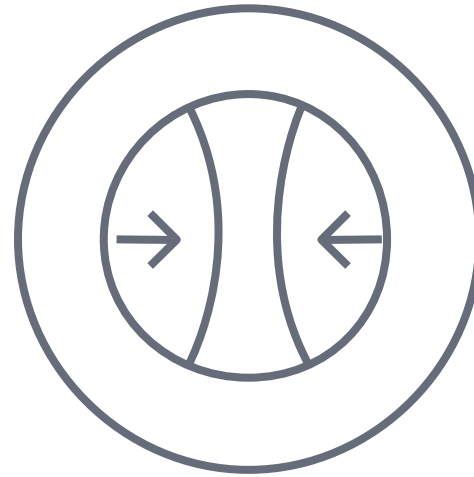
Advanced Outstretch® Long Lasting Clumping Litter Scented with Febreze



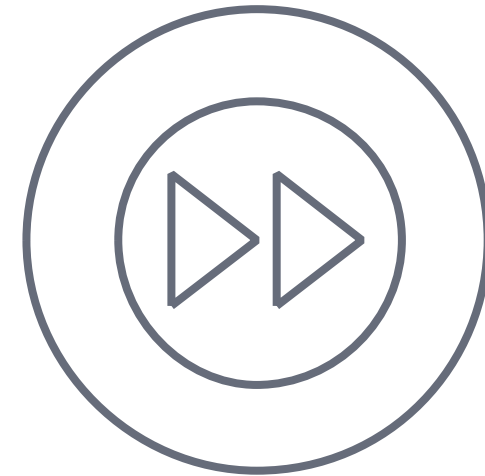
Imperative for growth is to reimagine work



CONSUMER-OBSSESSED



LEANER



FASTER



Imagine you could...

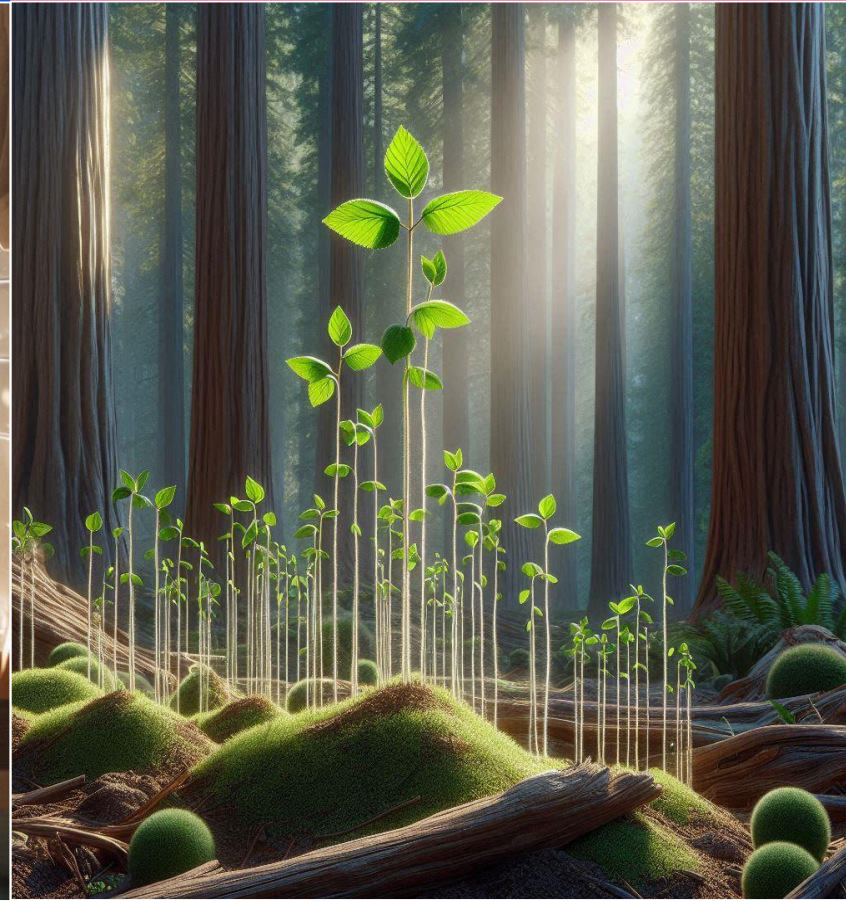
...be consumer obsessed

AT SCALE



...grow the number of your ideas

EXPONENTIALLY



...be faster

BY 3X

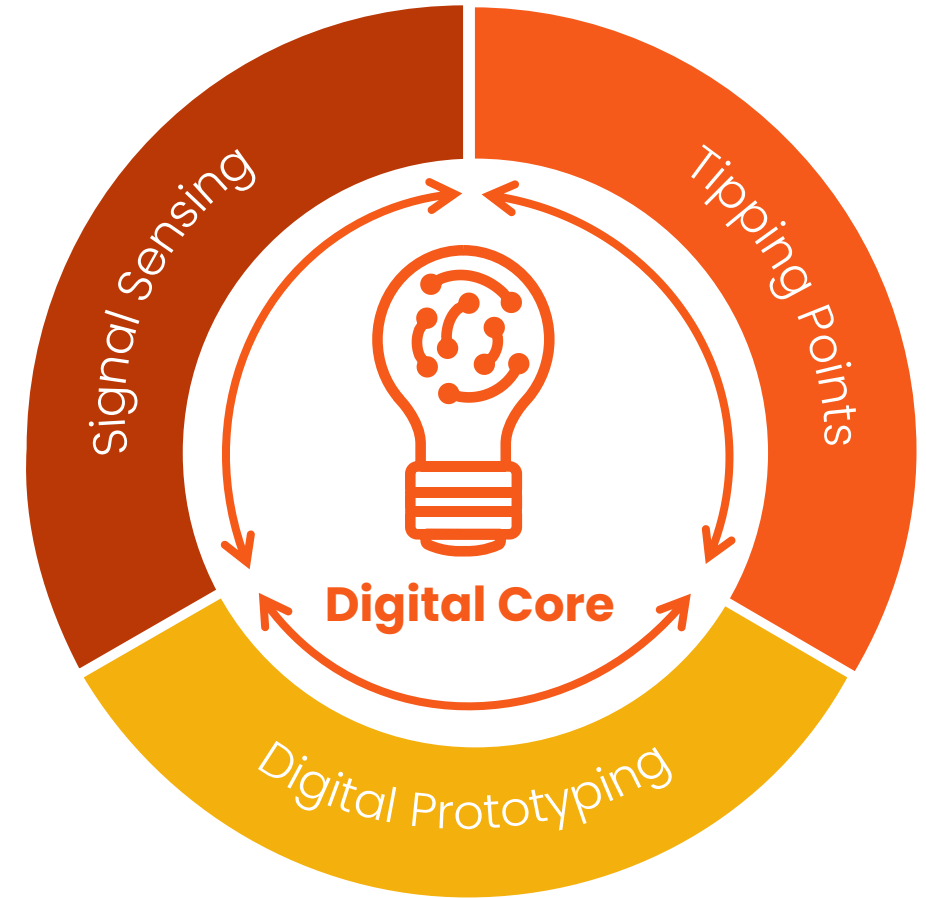




Digital Core: What it looks like

AI-enabled tools and ways of working for innovation discovery:

- ✓ More ideas
- ✓ Reduced cycle time
- ✓ Consumer interest equal or better





Digital Core: What it feels like



Unlock the power of systems design



2 | KEEP UP WITH
EVOLVING
NEEDS



3 | GET MORE
IDEAS FASTER

4 | OPTIMIZE FOR
THE REAL
WORLD

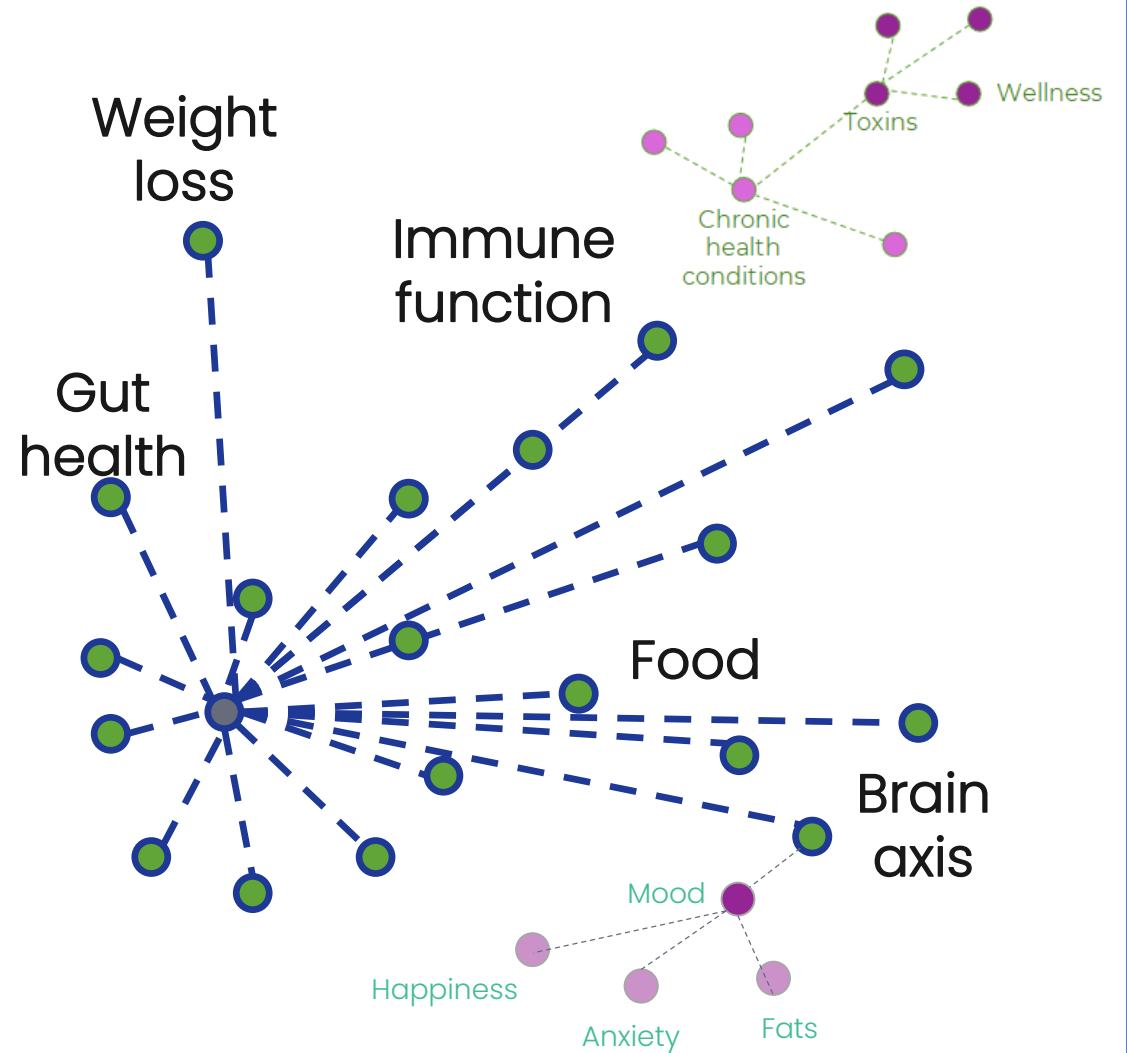
1 | PUT
KNOWLEDGE
TO WORK

1. Put knowledge to work



THE INSIGHTS ASSISTANT

2. Keep up with needs



3. Get more ideas faster



4. Optimize for the real world



Drop and Go
Toilet Tablet

Just one easily removes daily
stains and odor

for a hassle-free clean

Dissolves in less than 6
minutes

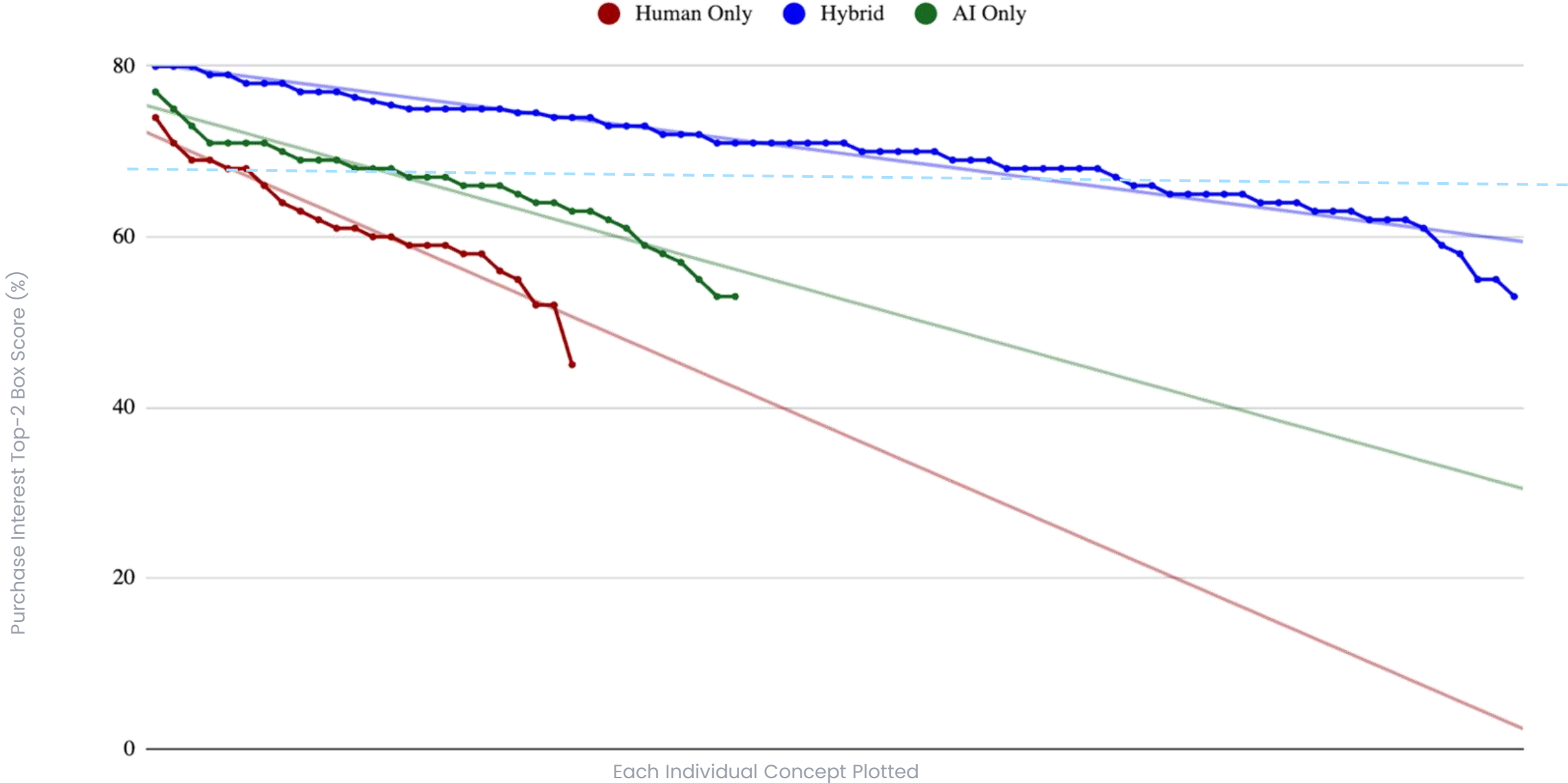
Available in a variety of
scents

Container can be left out for
easy access

\$3.98 / 6 count



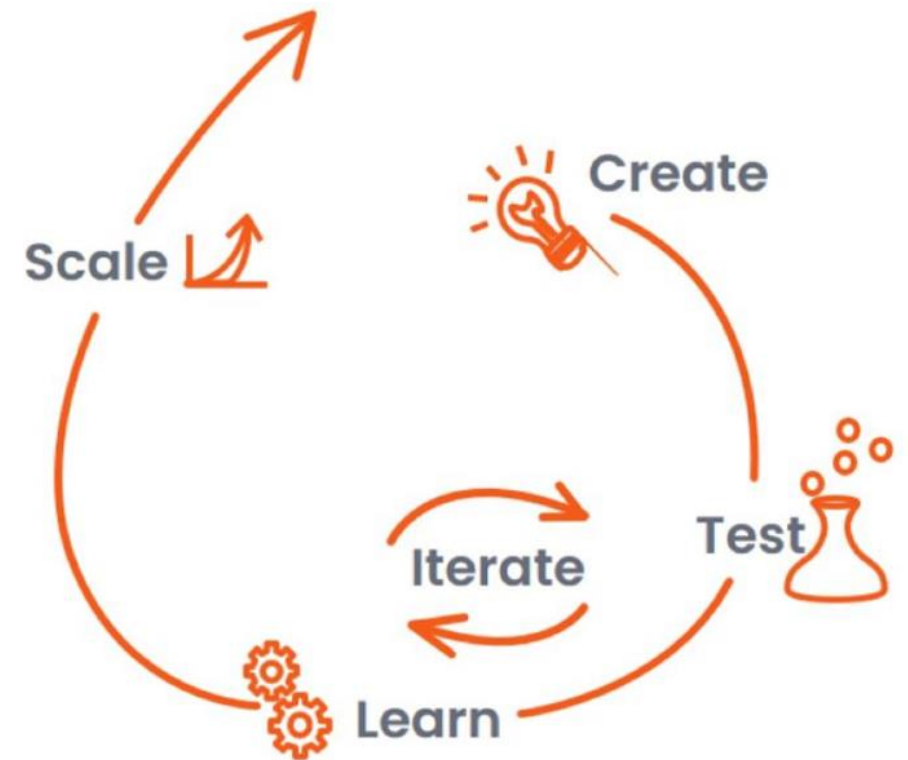
Human or AI? Human and AI





Reimagining innovation with AI: Take-aways

- Think systems design
- Democratize discovery
- Embrace Human-AI dance





The Clorox Company

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Q&A