

Q3 2015 Earnings Call Presentation

October 30, 2015

Sharpie®

Paper Mate®



IRWIN
TOOLS®

LENOX®



contigo®



Calphalon®

Goody



Aprica®

baby jogger®



PARKER®

WATERMAN
PARIS

Forward-looking Statements

Statements in this presentation that are not historical in nature constitute forward-looking statements. These forward-looking statements relate to information or assumptions about the effects of sales, income/(loss), earnings per share, operating income, operating margin or gross margin improvements or declines, Project Renewal, capital and other expenditures, cash flow, dividends, restructuring and other project costs, costs and cost savings, inflation or deflation, particularly with respect to commodities such as oil and resin, debt ratings, changes in exchange rates, product recalls, expected benefits and financial results from recently completed acquisitions and planned divestitures and management's plans, projections and objectives for future operations and performance. These statements are accompanied by words such as "anticipate," "expect," "project," "will," "believe," "estimate" and similar expressions. Actual results could differ materially from those expressed or implied in the forward-looking statements. Important factors that could cause actual results to differ materially from those suggested by the forward-looking statements include, but are not limited to, our dependence on the strength of retail, commercial and industrial sectors of the economy in light of the continuation or escalation of the global economic slowdown or regional sovereign debt issues; currency fluctuations; competition with other manufacturers and distributors of consumer products; major retailers' strong bargaining power and consolidation of our retail customers; changes in the prices of raw materials and sourced products and our ability to obtain raw materials and sourced products in a timely manner from suppliers; our ability to develop innovative new products and to develop, maintain and strengthen our end-user brands, including the ability to realize anticipated benefits of increased advertising and promotion spend; product liability, product recalls or regulatory actions; our ability to expeditiously close facilities and move operations while managing foreign regulations and other impediments; a failure of one of our key information technology systems or related controls; the potential inability to attract, retain and motivate key employees; future events that could adversely affect the value of our assets and require impairment charges; our ability to improve productivity and streamline operations; changes to our credit ratings; significant increases in the funding obligations related to our pension plans due to declining asset values, declining interest rates or otherwise; the imposition of tax liabilities greater than our provisions for such matters; the risks inherent in our foreign operations, including exchange controls and pricing restrictions; our ability to complete planned acquisitions and divestitures; our ability to realize the expected benefits and financial results from our recently acquired businesses and planned divestitures; and those factors listed in our most recently filed Quarterly Report on Form 10-Q and exhibit 99.1 thereto filed with the Securities and Exchange Commission. Changes in such assumptions or factors could produce significantly different results. The information contained in this presentation is as of the date indicated. The company assumes no obligation to update any forward-looking statements contained in this presentation as a result of new information or future events or developments.

This presentation contains non-GAAP financial measures within the meaning of Regulation G promulgated by the Securities and Exchange Commission and includes a reconciliation of these non-GAAP financial measures to the most directly comparable financial measures calculated in accordance with GAAP. While the company believes that these non-GAAP financial measures are useful in evaluating the company's performance, this information should be considered as supplemental in nature and not as a substitute for or superior to the related financial information prepared in accordance with GAAP. Additionally, these non-GAAP financial measures may differ from similar measures presented by other companies.

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Q3 2015 Summary

- Net sales of \$1.53 billion grew 3.1% compared with \$1.48 billion in the prior year
- Core sales grew 5.9%, driven by growth in all five segments and all four geographic regions
- Win Bigger businesses grew core sales 8.8%
- Normalized gross margin improved 30 basis points to 39.5% with productivity and pricing more than offsetting negative impacts of foreign currency
- Normalized operating margin increased 90 basis points to 15.2%, fueled by increased gross margin and reduced overheads
- Normalized EPS increased 6.9% to \$0.62, from \$0.58 in the prior year, despite negative foreign currency impacts of \$0.14 per share
- Operating cash flow was \$339.9 million, compared with \$339.2 million last year
- Dividends of \$51.0 million and 1.0 million shares repurchased for \$42.3 million

Q3 YTD 2015 Summary

- Net sales of \$4.35 billion grew 3.7% compared with \$4.20 billion in the prior year
- Core sales grew 5.2%, driven by growth in all five segments and all four geographic regions
- Win Bigger businesses grew core sales 8.7%
- Normalized gross margin improved 30 basis points to 39.5%
- Normalized operating margin was 14.6%, a 60 basis point increase to last year including a 60 basis point increase in advertising and promotion as a percentage of sales
- Normalized EPS increased 7.3% to \$1.62, from \$1.51 in the prior year, despite negative foreign currency impacts of \$0.33 per share
- Operating cash flow was \$288.1 million, compared with \$343.3 million last year, as the company made a voluntary \$70.0 million contribution to its U.S. pension plan during the first quarter of 2015
- Dividends of \$155.4 million and 4.2 million shares repurchased for \$166.3 million

Q3 2015: Core Sales Growth by Segment

	Net Sales %	Currency %	Acquisitions Net of Planned/Completed Divestitures %	Core Sales %
Writing	1.4%	(9.6)%	--	11.0%
Home Solutions	10.2	(1.8)	11.2%	0.8
Tools	(8.4)	(11.5)	--	3.1
Commercial Products	(5.1)	(3.3)	(5.5)	3.7
Baby & Parenting	14.4	(5.1)	11.4	8.1
Total Company	3.1%	(6.2)%	3.4%	5.9%

Q3 YTD 2015: Core Sales Growth by Segment

	Net Sales %	Currency %	Acquisitions Net of Planned/Completed Divestitures %	Core Sales %
Writing	0.5%	(9.9)%	--	10.4%
Home Solutions	13.0	(1.4)	13.4%	1.0
Tools	(6.8)	(9.3)	--	2.5
Commercial Products	(3.4)	(3.1)	(4.8)	4.5
Baby & Parenting	12.1	(5.0)	12.1	5.0
Total Company	3.7%	(5.9)%	4.4%	5.2%

Innovation: Paper Mate® InkJoy® 2in1 Stylus Pen



New Sharpie Mexico Marketing Campaign



Innovation: Dymo® XTL™ Industrial Labelers



Simplifies the most complex labeling

Innovation: Irwin® Vise-Grip® Multi-Tool



Four-tools-in-one design

Innovation: Graco® Modes™ 3 Lite Click Connect™




5 Ways to Ride

Easy one-second, one-hand fold




Innovation: Calphalon® Signature™ Cookware

NEW!




Calphalon®
SIGNATURE™
NONSTICK
PROFESSIONAL PERFORMANCE
EXCEPTIONAL RESULTS




FULL LIFETIME WARRANTY


- METAL UTENSIL SAFE FOR CONVENIENCE AND DURABILITY
- TEXTURED SEAR NONSTICK INTERIOR FOR BROWNING OR SEARING FOODS
- DISHWASHER SAFE FOR EASE OF USE
- DURABLE, TRIPLE-LAYER NONSTICK INTERIOR FOR PERFORMANCE



NEW!

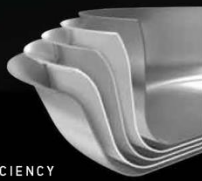


Calphalon®
SIGNATURE™
STAINLESS STEEL
PROFESSIONAL PERFORMANCE
EXCEPTIONAL RESULTS



FULL LIFETIME WARRANTY

- 5 LAYER CONSTRUCTION FOR EXCEPTIONAL EVEN HEATING WITH NO HOT SPOTS
- PRECISE, EVEN HEAT FLOW FOR GREATER CONSISTENT RESULTS
- DISHWASHER SAFE FOR EASE OF USE
- METAL UTENSIL SAFE FOR CONVENIENCE
- INDUCTION CAPABILITY FOR ENERGY EFFICIENCY



Completed Elmer's Products, Inc. Acquisition

- Leading provider of activity-based adhesive and cutting products that inspire creativity at school, at home, in the office, in the workshop and at the craft table
- Expected 2015 net sales of approximately \$240 million; acquisition expected to be accretive to Newell Rubbermaid's normalized earnings and operating margin in 2016 (offset by planned Décor divestiture)
- Primarily North American footprint



X-ACTO®



Strategic Rationale for Elmer's Acquisition

- Strong, iconic brands are highly complementary to the Writing business and provide scale in the key Back-to-School drive period
- Increases Newell's footprint in youth art and crafts where we have strong growth with Mr. Sketch
- Significant distribution, cross-selling and merchandising synergies given the strong overlap with Newell's retailer and channel footprint
- Considerable opportunities to leverage Newell's brand building, design and innovation capabilities to accelerate Elmer's growth
- Potential for international expansion



FY 2015 Core Sales and Normalized EPS Guidance

FY 2015 Revised Outlook*

Core Sales	5.0% to 5.5%
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Currency	(5.5)% to (6.0)%
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Acquisitions Net of Planned & Completed Divestitures	3.5% to 4.0%
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Net Sales Growth	3.0% to 3.5%
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Normalized EPS**	\$2.14 to \$2.20
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* Reflects outlook communicated in the October 30, 2015 Q3 2015 Earnings Release and Earnings Call

** See reconciliation included in the appendix

FY 2016 Core Sales and Normalized EPS Guidance

FY 2016 Outlook*		
	<u>Including Venezuela</u>	<u>Excluding Venezuela</u>
Core Sales	5.0% to 6.0%	4.0% to 5.0%
Currency	(2.0)% to (3.0)%	(1.0)% to (2.0)%
Acquisitions Net of Planned & Completed Divestitures	(0.5)% to 0.5%	(0.5)% to 0.5%
Net Sales Growth	2.5% to 3.5%	2.5% to 3.5%
Normalized EPS**	\$2.35 to \$2.44	\$2.21 to \$2.30

* Reflects outlook communicated in the October 30, 2015 Q3 2015 Earnings Release and Earnings Call

** See reconciliation included in the appendix

Newell RubbermaidTM
Brands That Matter

Appendix

Sharpie®

Paper Mate®



IRWIN
TOOLS

LENOX



contigo®



Calphalon®

Goody



Aprica.

baby jogger®



PARKER.

WATERMAN
PARIS

Reconciliation: FY 2015 Normalized EPS

Year Ending December 31, 2015

Diluted earnings per share
Graco product recall
Restructuring and other Project Renewal costs
Acquisition and integration costs
Devaluation of the Venezuelan Bolivar
Pension settlement charge
Discontinued operations
Normalized earnings per share

<u>Year Ending December 31, 2015</u>			
\$ 1.59	to	\$ 1.65	
		\$ 0.03	
\$ 0.35	to	\$ 0.45	
		\$ 0.01	
		\$ 0.02	
\$ 0.08	to	\$ 0.10	
\$ (0.01)	to	\$ 0.01	
\$ 2.14	to	\$ 2.20	

Reconciliation: FY 2016 Normalized EPS

Year Ending December 31, 2016

Excluding Venezuela

Diluted earnings per share
Restructuring and other Project Renewal costs
Normalized earnings per share

Year Ending December 31, 2016

\$ 1.81	to	\$ 1.90
\$ 0.35	to	\$ 0.45
\$ 2.21	to	\$ 2.30

Including Venezuela

Diluted earnings per share
Restructuring and other Project Renewal costs
Normalized earnings per share

Year Ending December 31, 2016

\$ 1.95	to	\$ 2.04
\$ 0.35	to	\$ 0.45
\$ 2.35	to	\$ 2.44

Reconciliation: Q3 2015 GAAP & Non-GAAP Certain Line Items

Newell Rubbermaid Inc.
RECONCILIATION OF GAAP AND NON-GAAP INFORMATION
CERTAIN LINE ITEMS
(in millions, except per share data)

	Three Months Ended September 30, 2015												Non-GAAP Measure	
	GAAP Measure	Project Renewal Costs (1)					Inventory charge from the devaluation of the Venezuelan Bolivar (2)	Acquisition and integration costs (3)	Charge resulting from the devaluation of the Venezuelan Bolivar (4)	Discontinued operations (5)				
	Reported	Advisory Costs	Personnel Costs	Other Costs	Restructuring Costs	Normalized*					Percentage of Sales			
Cost of products sold	\$ 931.1	\$ -	\$ (1.9)	\$ (2.2)	\$ -	\$ (1.4)	\$ -	\$ -	\$ -	\$ 925.6	60.5%			
Gross margin	\$ 598.9	\$ -	\$ 1.9	\$ 2.2	\$ -	\$ 1.4	\$ -	\$ -	\$ -	\$ 604.4	39.5%			
Selling, general & administrative expenses	\$ 391.3	\$ (9.8)	\$ (6.9)	\$ (2.1)	\$ -	\$ -	\$ (0.5)	\$ -	\$ -	\$ 372.0	24.3%			
Operating income	\$ 186.6	\$ 9.8	\$ 8.8	\$ 4.3	\$ 19.8	\$ 1.4	\$ 1.7	\$ -	\$ -	\$ 232.4	15.2%			
Nonoperating expenses	\$ 26.8	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ (4.5)	\$ -	\$ 22.3				
Income before income taxes	\$ 159.8	\$ 9.8	\$ 8.8	\$ 4.3	\$ 19.8	\$ 1.4	\$ 1.7	\$ 4.5	\$ -	\$ 210.1				
Income taxes (8)	\$ 25.8	\$ 3.1	\$ 2.8	\$ 1.4	\$ 6.2	\$ 0.5	\$ 0.6	\$ 1.6	\$ -	\$ 42.0				
Net income from continuing operations	\$ 134.0	\$ 6.7	\$ 6.0	\$ 2.9	\$ 13.6	\$ 0.9	\$ 1.1	\$ 2.9	\$ -	\$ 168.1				
Net income	\$ 134.2	\$ 6.7	\$ 6.0	\$ 2.9	\$ 13.6	\$ 0.9	\$ 1.1	\$ 2.9	\$ (0.2)	\$ 168.1				
Diluted earnings per share**	\$ 0.50	\$ 0.02	\$ 0.02	\$ 0.01	\$ 0.05	\$ 0.00	\$ 0.00	\$ 0.01	\$ (0.00)	\$ 0.62				

* Normalized results are financial measures that are not in accordance with GAAP and exclude the above normalized adjustments. See below for a discussion of each of these adjustments.

**Totals may not add due to rounding.

(1) Costs associated with Project Renewal during the three months ended September 30, 2015 include \$22.9 million of project-related costs and \$19.8 million of restructuring costs. Project-related costs include advisory and consultancy costs, compensation and related costs of personnel dedicated to transformation projects, and other project-related costs. Restructuring and restructuring-related costs during the three months ended September 30, 2014 include \$7.5 million of organizational change implementation and restructuring-related costs and \$19.7 million of restructuring costs incurred in connection with Project Renewal.

(2) During the three months ended September 30, 2015 and 2014, the Company recognized an increase of \$1.4 million and \$1.1 million, respectively, in cost of products sold resulting from increased costs of inventory due to changes in the exchange rate for the Venezuelan Bolivar.

(3) During the three months September 30, 2015, the Company incurred \$1.7 million (including \$1.2 million of restructuring costs) of acquisition and integration costs associated with the acquisitions of Ignite Holdings, bubba brands, Baby Jogger, and Elmer's. During the three months ended September 30, 2014, the Company incurred \$3.1 million of costs associated with the acquisition and integration of Ignite Holdings.

(4) During the three months ended September 30, 2015 and 2014, the Company recognized foreign exchange losses of \$4.5 million and \$6.9 million, respectively, resulting from changes in the exchange rate for the Venezuelan Bolivar, which under hyperinflationary accounting is recorded in the Statement of Operations.

(5) During the three months ended September 30, 2015, the Company recognized \$0.2 million of income in discontinued operations primarily associated with Endicia. During the three months ended September 30, 2014, the Company recognized net losses, including impairments, of \$0.6 million in discontinued operations primarily related to Endicia and certain Culinary businesses.

(8) The Company determined the tax effect of the items excluded from normalized results by applying the estimated effective rate for the applicable jurisdiction in which the pre-tax items were incurred, and for which realization of the resulting tax benefit, if any, is expected. In certain situations in which an item excluded from normalized results impacts income tax expense, the Company uses a "with" and "without" approach to determine normalized income tax expense.

Reconciliation: Q3 2014 GAAP & Non-GAAP Certain Line Items

Newell Rubbermaid Inc.
RECONCILIATION OF GAAP AND NON-GAAP INFORMATION
CERTAIN LINE ITEMS
(in millions, except per share data)

GAAP Measure	Three Months Ended September 30, 2014										Non-GAAP Measure	
	Reported	Product recall costs (6)	Restructuring and restructuring-related costs (1)	Inventory charge from the devaluation of the Venezuelan Bolivar (2)	Advisory costs for process transformation and optimization (7)	Acquisition and integration costs (3)	Charge resulting from the devaluation of the Venezuelan Bolivar (4)	Discontinued operations (5)	Normalized*	Percentage of Sales		
Cost of products sold	\$ 907.8	\$ (2.7)	\$ (1.4)	\$ (1.1)	\$ -	\$ -	\$ -	\$ -	\$ 902.6	60.8%		
Gross margin	\$ 576.7	\$ 2.7	\$ 1.4	\$ 1.1	\$ -	\$ -	\$ -	\$ -	\$ 581.9	39.2%		
Selling, general & administrative expenses	\$ 383.8	\$ 0.3	\$ (6.1)	\$ -	\$ (5.9)	\$ (3.1)	\$ -	\$ -	\$ 369.0	24.9%		
Operating income	\$ 173.2	\$ 2.4	\$ 27.2	\$ 1.1	\$ 5.9	\$ 3.1	\$ -	\$ -	\$ 212.9	14.3%		
Nonoperating expenses	\$ 22.0	\$ -	\$ -	\$ -	\$ -	\$ -	\$ (6.9)	\$ -	\$ 15.1			
Income before income taxes	\$ 151.2	\$ 2.4	\$ 27.2	\$ 1.1	\$ 5.9	\$ 3.1	\$ 6.9	\$ -	\$ 197.8			
Income taxes (8)	\$ 28.3	\$ 0.9	\$ 6.7	\$ (0.1)	\$ 2.2	\$ 0.9	\$ (0.3)	\$ -	\$ 38.6			
Net income from continuing operations	\$ 122.9	\$ 1.5	\$ 20.5	\$ 1.2	\$ 3.7	\$ 2.2	\$ 7.2	\$ -	\$ 159.2			
Net income	\$ 122.3	\$ 1.5	\$ 20.5	\$ 1.2	\$ 3.7	\$ 2.2	\$ 7.2	\$ 0.6	\$ 159.2			
Diluted earnings per share**	\$ 0.44	\$ 0.01	\$ 0.07	\$ -	\$ 0.01	\$ 0.01	\$ 0.03	\$ -	\$ 0.58			

* Normalized results are financial measures that are not in accordance with GAAP and exclude the above normalized adjustments. See below for a discussion of each of these adjustments.

**Totals may not add due to rounding.

(1) Costs associated with Project Renewal during the three months ended September 30, 2015 include \$22.9 million of project-related costs and \$19.8 million of restructuring costs. Project-related costs include advisory and consultancy costs, compensation and related costs of personnel dedicated to transformation projects, and other project-related costs. Restructuring and restructuring-related costs during the three months ended September 30, 2014 include \$7.5 million of organizational change implementation and restructuring-related costs and \$19.7 million of restructuring costs incurred in connection with Project Renewal.

(2) During the three months ended September 30, 2015 and 2014, the Company recognized an increase of \$1.4 million and \$1.1 million, respectively, in cost of products sold resulting from increased costs of inventory due to changes in the exchange rate for the Venezuelan Bolivar.

(3) During the three months September 30, 2015, the Company incurred \$1.7 million (including \$1.2 million of restructuring costs) of acquisition and integration costs associated with the acquisitions of Ignite Holdings, bubba brands, Baby Jogger, and Elmer's. During the three months ended September 30, 2014, the Company incurred \$3.1 million of costs associated with the acquisition and integration of Ignite Holdings.

(4) During the three months ended September 30, 2015 and 2014, the Company recognized foreign exchange losses of \$4.5 million and \$6.9 million, respectively, resulting from changes in the exchange rate for the Venezuelan Bolivar, which under hyperinflationary accounting is recorded in the Statement of Operations.

(5) During the three months ended September 30, 2015, the Company recognized \$0.2 million of income in discontinued operations primarily associated with Endicia. During the three months ended September 30, 2014, the Company recognized net losses, including impairments, of \$0.6 million in discontinued operations primarily related to Endicia and certain Culinary businesses.

(6) During the three months ended September 30, 2014, the Company recognized a \$2.4 million charge associated with the Graco product recall.

(7) During the three months ended September 30, 2014, the Company recognized \$5.9 million of advisory costs for process transformation and optimization initiatives.

(8) The Company determined the tax effect of the items excluded from normalized results by applying the estimated effective rate for the applicable jurisdiction in which the pre-tax items were incurred, and for which realization of the resulting tax benefit, if any, is expected. In certain situations in which an item excluded from normalized results impacts income tax expense, the Company uses a "with" and "without" approach to determine normalized income tax expense.

Reconciliation: Q3 YTD 2015 GAAP & Non-GAAP Certain Line Items

Newell Rubbermaid Inc.
RECONCILIATION OF GAAP AND NON-GAAP INFORMATION
CERTAIN LINE ITEMS
(in millions, except per share data)

GAAP Measure	Nine Months Ended September 30, 2015											Non-GAAP Measure	
	Reported	Product recall costs (1)	Advisory Costs	Personnel Costs	Other Costs	Restructuring Costs	Inventory charge from the devaluation of the Venezuelan Bolivar (3)	Acquisition and integration cost (4)	Charge resulting from the devaluation of the Venezuelan Bolivar (5)	Discontinued operations (6)		Normalized*	Percentage of Sales
Cost of products sold	\$ 2,647.5	\$ -	\$ -	\$ (3.7)	\$ (4.5)	\$ -	\$ (2.0)	\$ (1.6)	\$ -	\$ -	\$	2,635.7	60.5%
Gross margin	\$ 1,707.4	\$ -	\$ -	\$ 3.7	\$ 4.5	\$ -	\$ 2.0	\$ 1.6	\$ -	\$ -	\$	1,719.2	39.5%
Selling, general & administrative expenses	\$ 1,146.3	\$ (10.2)	\$ (31.8)	\$ (13.6)	\$ (4.2)	\$ -	\$ -	\$ (1.7)	\$ -	\$ -	\$	1,084.8	24.9%
Operating income	\$ 499.5	\$ 10.2	\$ 31.8	\$ 17.3	\$ 8.7	\$ 58.6	\$ 2.0	\$ 6.3	\$ -	\$ -	\$	634.4	14.6%
Nonoperating expenses	\$ 69.2	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ (9.2)	\$ -	\$	60.0	
Income before income taxes	\$ 430.3	\$ 10.2	\$ 31.8	\$ 17.3	\$ 8.7	\$ 58.6	\$ 2.0	\$ 6.3	\$ 9.2	\$ -	\$	574.4	
Income taxes (9)	\$ 91.3	\$ 3.3	\$ 10.8	\$ 5.9	\$ 2.9	\$ 14.5	\$ 0.7	\$ 2.3	\$ 3.1	\$ -	\$	134.8	
Net income from continuing operations	\$ 339.0	\$ 6.9	\$ 21.0	\$ 11.4	\$ 5.8	\$ 44.1	\$ 1.3	\$ 4.0	\$ 6.1	\$ -	\$	439.6	
Net income	\$ 336.8	\$ 6.9	\$ 21.0	\$ 11.4	\$ 5.8	\$ 44.1	\$ 1.3	\$ 4.0	\$ 6.1	\$ 2.2	\$	439.6	
Diluted earnings per share**	\$ 1.24	\$ 0.03	\$ 0.08	\$ 0.04	\$ 0.02	\$ 0.16	\$ 0.00	\$ 0.01	\$ 0.02	\$ 0.01	\$	1.62	

* Normalized results are financial measures that are not in accordance with GAAP and exclude the above normalized adjustments. See below for a discussion of each of these adjustments.

**Totals may not add due to rounding.

(1) During the nine months ended September 30, 2015 and 2014, the Company recognized \$10.2 million and \$13.8 million, respectively, of charges associated with the Graco product recall.

(2) Costs associated with Project Renewal during the nine months ended September 30, 2015 include \$57.8 million of project-related costs and \$58.6 million of restructuring costs. Project-related costs include advisory and consultancy costs, compensation and related costs of personnel dedicated to transformation projects, and other project-related costs. Restructuring and restructuring-related costs during the nine months ended September 30, 2014 include \$25.7 million of organizational change implementation and restructuring-related costs and \$43.2 million of restructuring costs incurred in connection with Project Renewal.

(3) During the nine months ended September 30, 2015 and 2014, the Company recognized an increase of \$2.0 million and \$5.1 million, respectively, in cost of products sold resulting from increased costs of inventory due to changes in the exchange rate for the Venezuelan Bolivar.

(4) During the nine months September 30, 2015, the Company incurred \$6.3 million (including \$3.0 million of restructuring costs) of acquisition and integration costs associated with the acquisitions of Ignite Holdings, bubba brands, Baby Jogger, and Elmer's. During the nine months ended September 30, 2014, the Company incurred \$3.1 million of costs associated with the acquisition and integration of Ignite Holdings.

(5) During the nine months ended September 30, 2015 and 2014, the Company recognized foreign exchange losses of \$9.2 million and \$45.6 million, respectively, resulting from the devaluation of and subsequent changes in the exchange rate for the Venezuelan Bolivar, which under hyperinflationary accounting is recorded in the Statement of Operations.

(6) During the nine months ended September 30, 2015, the Company recognized a loss of \$2.2 million in discontinued operations, primarily associated with Endicia and certain Culinary businesses. During the nine months ended September 30, 2014, the Company recognized net income, net of impairments, of \$2.1 million in discontinued operations, which include the results of operations of Endicia and certain Culinary businesses.

(9) The Company determined the tax effect of the items excluded from normalized results by applying the estimated effective rate for the applicable jurisdiction in which the pre-tax items were incurred, and for which realization of the resulting tax benefit, if any, is expected. In certain situations in which an item excluded from normalized results impacts income tax expense, the Company uses a "with" and "without" approach to determine normalized income tax expense.

Reconciliation: Q3 YTD 2014 GAAP & Non-GAAP Certain Line Items

Newell Rubbermaid Inc.
RECONCILIATION OF GAAP AND NON-GAAP INFORMATION
CERTAIN LINE ITEMS
(in millions, except per share data)

GAAP Measure	Nine Months Ended September 30, 2014											Non-GAAP Measure	
	Reported	Product recall costs (1)	Restructuring and restructuring-related costs (2)	Inventory charge from the devaluation of the Venezuelan Bolivar (3)	Charge resulting from the devaluation of the Venezuelan Bolivar (5)	Advisory costs for process transformation and optimization (7)	Acquisition and integration costs (4)	Discontinued operations (6)	Non-recurring tax items (8)	Normalized*	Percentage of Sales		
Cost of products sold	\$ 2,571.7	\$ (11.3)	\$ (1.6)	\$ (5.1)	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 2,553.7	60.8%		
Gross margin	\$ 1,629.3	\$ 11.3	\$ 1.6	\$ 5.1	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 1,647.3	39.2%		
Selling, general & administrative expenses	\$ 1,094.9	\$ (2.5)	\$ (24.1)	\$ -	\$ -	\$ (5.9)	\$ (3.1)	\$ -	\$ -	\$ 1,059.3	25.2%		
Operating income	\$ 491.2	\$ 13.8	\$ 68.9	\$ 5.1	\$ -	\$ 5.9	\$ 3.1	\$ -	\$ -	\$ 588.0	14.0%		
Nonoperating expenses	\$ 88.8	\$ -	\$ -	\$ -	\$ (45.6)	\$ -	\$ -	\$ -	\$ -	\$ 43.2			
Income before income taxes	\$ 402.4	\$ 13.8	\$ 68.9	\$ 5.1	\$ 45.6	\$ 5.9	\$ 3.1	\$ -	\$ -	\$ 544.8			
Income taxes (9)	\$ 78.7	\$ 5.1	\$ 17.2	\$ 1.3	\$ 13.6	\$ 2.2	\$ 0.9	\$ -	\$ 3.3	\$ 122.3			
Net income from continuing operations	\$ 323.7	\$ 8.7	\$ 51.7	\$ 3.8	\$ 32.0	\$ 3.7	\$ 2.2	\$ -	\$ (3.3)	\$ 422.5			
Net income	\$ 325.8	\$ 8.7	\$ 51.7	\$ 3.8	\$ 32.0	\$ 3.7	\$ 2.2	\$ (2.1)	\$ (3.3)	\$ 422.5			
Diluted earnings per share**	\$ 1.16	\$ 0.03	\$ 0.18	\$ 0.01	\$ 0.11	\$ 0.01	\$ 0.01	\$ (0.01)	\$ (0.01)	\$ 1.51			

* Normalized results are financial measures that are not in accordance with GAAP and exclude the above normalized adjustments. See below for a discussion of each of these adjustments.

**Totals may not add due to rounding.

(1) During the nine months ended September 30, 2015 and 2014, the Company recognized \$10.2 million and \$13.8 million, respectively, of charges associated with the Graco product recall.

(2) Costs associated with Project Renewal during the nine months ended September 30, 2015 include \$57.8 million of project-related costs and \$58.6 million of restructuring costs. Project-related costs include advisory and consultancy costs, compensation and related costs of personnel dedicated to transformation projects, and other project-related costs. Restructuring and restructuring-related costs during the nine months ended September 30, 2014 include \$25.7 million of organizational change implementation and restructuring-related costs and \$43.2 million of restructuring costs incurred in connection with Project Renewal.

(3) During the nine months ended September 30, 2015 and 2014, the Company recognized an increase of \$2.0 million and \$5.1 million, respectively, in cost of products sold resulting from increased costs of inventory due to changes in the exchange rate for the Venezuelan Bolivar.

(4) During the nine months September 30, 2015, the Company incurred \$6.3 million (including \$3.0 million of restructuring costs) of acquisition and integration costs associated with the acquisitions of Ignite Holdings, bubba brands, Baby Jogger, and Elmer's. During the nine months ended September 30, 2014, the Company incurred \$3.1 million of costs associated with the acquisition and integration of Ignite Holdings.

(5) During the nine months ended September 30, 2015 and 2014, the Company recognized foreign exchange losses of \$9.2 million and \$45.6 million, respectively, resulting from the devaluation of and subsequent changes in the exchange rate for the Venezuelan Bolivar, which under hyperinflationary accounting is recorded in the Statement of Operations.

(6) During the nine months ended September 30, 2015, the Company recognized a loss of \$2.2 million in discontinued operations, primarily associated with Endicia and certain Culinary businesses. During the nine months ended September 30, 2014, the Company recognized net income, net of impairments, of \$2.1 million in discontinued operations, which include the results of operations of Endicia and certain Culinary businesses.

(7) During the nine months ended September 30, 2014, the Company recognized \$5.9 million of advisory costs for process transformation and optimization initiatives.

(8) During the nine months ended September 30, 2014, the Company recognized non-recurring income tax benefits of \$3.3 million resulting from the resolution of various income tax contingencies and the expiration of various statutes of limitation.

(9) The Company determined the tax effect of the items excluded from normalized results by applying the estimated effective rate for the applicable jurisdiction in which the pre-tax items were incurred, and for which realization of the resulting tax benefit, if any, is expected. In certain situations in which an item excluded from normalized results impacts income tax expense, the Company uses a "with" and "without" approach to determine normalized income tax expense.

Reconciliation: Segment Normalized Operating Income/Margin

Newell Rubbermaid Inc. Financial Worksheet- Segment Reporting (In Millions)

Q1:	2015					2014					Year-over-year changes			
	Net Sales	Reconciliation (1,2,3,4)			Operating Margin	Net Sales	Reconciliation (1,2)			Operating Margin	Net Sales		Normalized OI	
		Reported OI	Excluded Items	Normalized OI			\$	%	\$		%			
Writing	\$ 341.8	\$ 82.4	\$ 0.6	\$ 83.0	24.3%	\$ 348.2	\$ 76.1	\$ -	\$ 76.1	21.9%	\$ (6.4)	(1.8)%	\$ 6.9	9.1%
Home Solutions	364.5	38.5	0.1	38.6	10.6%	316.4	26.8	-	26.8	8.5%	48.1	15.2%	11.8	44.0%
Tools	180.4	22.2	-	22.2	12.3%	187.8	21.4	-	21.4	11.4%	(7.4)	(3.9)%	0.8	3.7%
Commercial Products	185.2	17.0	0.6	17.6	9.5%	182.6	13.8	-	13.8	7.6%	2.6	1.4%	3.8	27.5%
Baby & Parenting	192.1	0.5	11.8	12.3	6.4%	179.3	5.4	11.0	16.4	9.1%	12.8	7.1%	(4.1)	(25.0)%
Restructuring Costs	-	(27.3)	27.3	-		-	(12.0)	12.0	-		-		-	
Corporate	-	(35.1)	14.0	(21.1)		-	(26.8)	7.7	(19.1)		-		(2.0)	(10.5)%
Total	\$ 1,264.0	\$ 98.2	\$ 54.4	\$ 152.6	12.1%	\$ 1,214.3	\$ 104.7	\$ 30.7	\$ 135.4	11.2%	\$ 49.7	4.1%	\$ 17.2	12.7%

Q2:	2015					2014					Year-over-year changes			
	Net Sales	Reconciliation (1,3,4)			Operating Margin	Net Sales	Reconciliation (1,2,3)			Operating Margin	Net Sales		Normalized OI	
		Reported OI	Excluded Items	Normalized OI			\$	%	\$		%			
Writing	\$ 495.9	\$ 132.5	\$ 0.5	\$ 133.0	26.8%	\$ 489.3	\$ 129.1	\$ 4.0	\$ 133.1	27.2%	\$ 6.6	1.3%	\$ (0.1)	(0.1)%
Home Solutions	438.5	68.7	1.2	69.9	15.9%	383.4	48.7	-	48.7	12.7%	55.1	14.4%	21.2	43.5%
Tools	205.2	23.4	-	23.4	11.4%	222.3	29.9	-	29.9	13.5%	(17.1)	(7.7)%	(6.5)	(21.7)%
Commercial Products	210.6	28.9	0.1	29.0	13.8%	223.5	36.2	-	36.2	16.2%	(12.9)	(5.8)%	(7.2)	(19.9)%
Baby & Parenting	210.7	16.7	0.1	16.8	8.0%	183.7	12.2	0.4	12.6	6.9%	27.0	14.7%	4.2	33.3%
Restructuring Costs	-	(13.3)	13.3	-		-	(11.5)	11.5	-		-		-	
Corporate	-	(42.2)	19.5	(22.7)		-	(31.3)	10.5	(20.8)		-		(1.9)	(9.1)%
Total	\$ 1,560.9	\$ 214.7	\$ 34.7	\$ 249.4	16.0%	\$ 1,502.2	\$ 213.3	\$ 26.4	\$ 239.7	16.0%	\$ 58.7	3.9%	\$ 9.7	4.0%

(1) Excluded items include project-related costs and restructuring costs associated with Project Renewal. Project-related costs of \$57.8 million and \$58.6 million of restructuring costs incurred during 2015 relate to Project Renewal. For 2014, project-related costs of \$25.7 million and restructuring costs of \$43.2 million relate to Project Renewal. Excluded items for 2014 also include \$5.9 million of advisory costs for process transformation and optimization.

(2) Baby & Parenting normalized operating income for 2015 and 2014 excludes charges of \$10.2 and \$13.8 million, respectively, relating to the Graco product recall.

(3) Writing normalized operating income for 2015 and 2014 excludes charges of \$2.0 million and \$5.1 million, respectively, associated with Venezuelan inventory resulting from changes in the exchange rate for the Venezuelan Bolivar.

(4) Home Solutions normalized operating income for 2015 excludes \$1.3 million of operating costs associated with the acquisition and integration of Ignite Holdings and bubba brands, and Baby & Parenting normalized operating income for 2015 excludes \$1.7 million of operating costs associated with the acquisition and integration of Baby Jogger. In addition, Writing normalized operating income for 2015 excludes \$0.3 million of acquisition and integration costs associated with the acquisition of Elmer's. Home Solutions normalized operating income for 2014 excludes \$3.1 million of acquisition and integration charges associated with the acquisition of Ignite.

Reconciliation: Segment Normalized Operating Income/Margin

Newell Rubbermaid Inc. Financial Worksheet- Segment Reporting (In Millions)

Q3:	2015					2014					Year-over-year changes			
	Reconciliation (1,3,4)				Operating Margin	Reconciliation (1,2,3,4)				Operating Margin	Net Sales		Normalized OI	
	Reported	Excluded	Normalized	Reported		Excluded	Normalized							
	Net Sales	OI	Items	OI		Net Sales	OI	Items	OI		\$	%	\$	%
Writing	\$ 459.5	\$ 114.1	\$ 2.3	\$ 116.4	25.3%	\$ 453.2	\$ 108.3	\$ 1.1	\$ 109.4	24.1%	\$ 6.3	1.4%	\$ 7.0	6.4%
Home Solutions	459.4	76.0	0.5	76.5	16.7%	417.0	60.9	3.1	64.0	15.3%	42.4	10.2%	12.5	19.5%
Tools	196.7	20.5	-	20.5	10.4%	214.8	22.1	1.4	23.5	10.9%	(18.1)	(8.4)%	(3.0)	(12.8)%
Commercial Products	206.8	29.5	1.9	31.4	15.2%	218.0	27.5	-	27.5	12.6%	(11.2)	(5.1)%	3.9	14.2%
Baby & Parenting	207.6	10.2	-	10.2	4.9%	181.5	8.2	2.4	10.6	5.8%	26.1	14.4%	(0.4)	(3.8)%
Restructuring Costs	-	(21.0)	21.0	-		-	(19.7)	19.7	-		-		-	
Corporate	-	(42.7)	20.1	(22.6)		-	(34.1)	12.0	(22.1)		-		(0.5)	(2.3)%
Total	\$ 1,530.0	\$ 186.6	\$ 45.8	\$ 232.4	15.2%	\$ 1,484.5	\$ 173.2	\$ 39.7	\$ 212.9	14.3%	\$ 45.5	3.1%	\$ 19.5	9.2%
YTD	2015					2014					Year-over-year changes			
	Reconciliation (1,2,3,4)				Operating Margin	Reconciliation (1,2,3,4)				Operating Margin	Net Sales		Normalized OI	
	Reported	Excluded	Normalized	Reported		Excluded	Normalized							
	Net Sales	OI	Items	OI		Net Sales	OI	Items	OI		\$	%	\$	%
Writing	\$ 1,297.2	\$ 329.0	\$ 3.4	\$ 332.4	25.6%	\$ 1,290.7	\$ 313.5	\$ 5.1	\$ 318.6	24.7%	\$ 6.5	0.5%	\$ 13.8	4.3%
Home Solutions	1,262.4	183.2	1.8	185.0	14.7%	1,116.8	136.4	3.1	139.5	12.5%	145.6	13.0%	45.5	32.6%
Tools	582.3	66.1	-	66.1	11.4%	624.9	73.4	1.4	74.8	12.0%	(42.6)	(6.8)%	(8.7)	(11.6)%
Commercial Products	602.6	75.4	2.6	78.0	12.9%	624.1	77.5	-	77.5	12.4%	(21.5)	(3.4)%	0.5	0.6%
Baby & Parenting	610.4	27.4	11.9	39.3	6.4%	544.5	25.8	13.8	39.6	7.3%	65.9	12.1%	(0.3)	(0.8)%
Restructuring Costs	-	(61.6)	61.6	-		-	(43.2)	43.2	-		-		-	
Corporate	-	(120.0)	53.6	(66.4)		-	(92.2)	30.2	(62.0)		-		(4.4)	(7.1)%
Total	\$ 4,354.9	\$ 499.5	\$ 134.9	\$ 634.4	14.6%	\$ 4,201.0	\$ 491.2	\$ 96.8	\$ 588.0	14.0%	\$ 153.9	3.7%	\$ 46.4	7.9%

(1) Excluded items include project-related costs and restructuring costs associated with Project Renewal. Project-related costs of \$57.8 million and \$58.6 million of restructuring costs incurred during 2015 relate to Project Renewal. For 2014, project-related costs of \$25.7 million and restructuring costs of \$43.2 million relate to Project Renewal. Excluded items for 2014 also include \$5.9 million of advisory costs for process transformation and optimization.

(2) Baby & Parenting normalized operating income for 2015 and 2014 excludes charges of \$10.2 and \$13.8 million, respectively, relating to the Graco product recall.

(3) Writing normalized operating income for 2015 and 2014 excludes charges of \$2.0 million and \$5.1 million, respectively, associated with Venezuelan inventory resulting from changes in the exchange rate for the Venezuelan Bolivar.

(4) Home Solutions normalized operating income for 2015 excludes \$1.3 million of operating costs associated with the acquisition and integration of Ignite Holdings and bubba brands, and Baby & Parenting normalized operating income for 2015 excludes \$1.7 million of operating costs associated with the acquisition and integration of Baby Jogger. In addition, Writing normalized operating income for 2015 excludes \$0.3 million of acquisition and integration costs associated with the acquisition of Elmer's. Home Solutions normalized operating income for 2014 excludes \$3.1 million of acquisition and integration charges associated with the acquisition of Ignite.

Reconciliation: Q3 2015 Core Sales

Newell Rubbermaid Inc.
Three Months Ended September 30, 2015
In Millions

Currency Analysis

By Segment

	Net Sales, As Reported			Core Sales (1)										Year-Over-Year Increase (Decrease)						Planned Divestitures (2)	Core Sales Growth (1)
	2015	2014	Increase (Decrease)	2015	Less Planned Divestitures (2)	Less Acquisitions	2015 Core Sales	2014	Less Planned Divestitures (2)	2014 Core Sales	Constant Currency Inc. (Dec.)	Inc. (Dec.) Excl. Planned Divest. & Acquisitions	Currency Impact	Excluding Currency	Including Currency	Currency Impact	Acquisitions				
Writing	\$ 459.5	\$ 453.2	\$ 6.3	\$ 508.2	\$ -	\$ -	\$ 508.2	\$ 457.9	\$ -	\$ 457.9	\$ 50.3	\$ 50.3	\$ (44.0)	11.0%	1.4%	(9.6)%	0.0%	0.0%	11.0%		
Home Solutions	459.4	417.0	42.4	466.0	83.3	47.7	335.0	416.2	83.9	332.3	49.8	2.7	(7.4)	12.0%	10.2%	(1.8)%	11.5%	(0.3)%	0.8%		
Tools	196.7	214.8	(18.1)	220.2	-	-	220.2	213.6	-	213.6	6.6	6.6	(24.7)	3.1%	(8.4)%	(11.5)%	0.0%	0.0%	3.1%		
Commercial Products	206.8	218.0	(11.2)	213.5	3.8	-	209.7	217.5	15.2	202.3	(4.0)	7.4	(7.2)	(1.8)%	(5.1)%	(3.3)%	0.0%	(5.5)%	3.7%		
Baby & Parenting	207.6	181.5	26.1	216.4	-	20.7	195.7	181.1	-	181.1	35.3	14.6	(9.2)	19.5%	14.4%	(5.1)%	11.4%	0.0%	8.1%		
Total Company	\$ 1,530.0	\$ 1,484.5	\$ 45.5	\$ 1,624.3	\$ 87.1	\$ 68.4	\$ 1,468.8	\$ 1,486.3	\$ 99.1	\$ 1,387.2	\$ 138.0	\$ 81.6	\$ (92.5)	9.3%	3.1%	(6.2)%	4.6%	(1.2)%	5.9%		
Win Bigger Businesses Core Sales Growth (3)	\$ 908.3	\$ 850.9	\$ 57.4	\$ 983.4	\$ -	\$ 47.7	\$ 935.7	\$ 860.4	\$ -	\$ 860.4	\$ 123.0	\$ 75.3	\$ (65.6)	14.3%	6.7%	(7.6)%	5.5%	0.0%	8.8%		
By Geography																					
United States	\$ 1,118.5	\$ 1,034.3	\$ 84.2	\$ 1,118.5	\$ 82.7	\$ 59.7	\$ 976.1	\$ 1,034.3	\$ 93.3	\$ 941.0	\$ 84.2	\$ 35.1	\$ -	8.1%	8.1%	0.0%	5.8%	(14)%	3.7%		
Canada	65.9	79.0	(13.1)	76.4	4.4	1.2	70.8	77.4	5.8	71.6	(1.0)	(0.8)	(12.1)	(1.3)%	(16.6)%	(15.3)%	1.6%	(1.7)%	(1.1)%		
Total North America	1,184.4	1,113.3	71.1	1,194.9	87.1	60.9	1,046.9	1,111.7	99.1	1,012.6	83.2	34.3	(12.1)	7.5%	6.4%	(1.1)%	5.5%	(1.4)%	3.4%		
Europe, Middle East and Africa	143.1	156.1	(13.0)	171.8	-	7.5	164.3	156.9	-	156.9	14.9	7.4	(27.9)	9.5%	(8.3)%	(17.8)%	4.8%	0.0%	4.7%		
Latin America	109.6	116.0	(6.4)	152.1	-	-	152.1	120.2	-	120.2	31.9	31.9	(38.3)	26.5%	(5.5)%	(32.0)%	0.0%	(0.0)%	26.5%		
Asia Pacific	92.9	99.1	(6.2)	105.5	-	-	105.5	97.5	-	97.5	8.0	8.0	(14.2)	8.2%	(6.3)%	(14.5)%	0.0%	(0.0)%	8.2%		
Total International	345.6	371.2	(25.6)	429.4	-	7.5	421.9	374.6	-	374.6	54.8	47.3	(80.4)	14.6%	(6.9)%	(21.5)%	2.0%	(0.0)%	12.6%		
Total Company	\$ 1,530.0	\$ 1,484.5	\$ 45.5	\$ 1,624.3	\$ 87.1	\$ 68.4	\$ 1,468.8	\$ 1,486.3	\$ 99.1	\$ 1,387.2	\$ 138.0	\$ 81.6	\$ (92.5)	9.3%	3.1%	(6.2)%	4.6%	(1.2)%	5.9%		

By Geography

United States	\$ 1,118.5	\$ 1,034.3	\$ 84.2	\$ 1,118.5	\$ 82.7	\$ 59.7	\$ 976.1	\$ 1,034.3	\$ 93.3	\$ 941.0	\$ 84.2	\$ 35.1	\$ -	8.1%	8.1%	0.0%	5.8%	(1.4)%	3.7%
Canada	65.9	79.0	(13.1)	76.4	4.4	1.2	70.8	77.4	5.8	71.6	(1.0)	(0.8)	(12.1)	(1.3)%	(16.6)%	(15.3)%	1.6%	(1.7)%	(1.1)%
Total North America	1,184.4	1,113.3	71.1	1,194.9	87.1	60.9	1,046.9	1,111.7	99.1	1,012.6	83.2	34.3	(12.1)	7.5%	6.4%	(1.1)%	5.5%	(1.4)%	3.4%
Europe, Middle East and Africa	143.1	156.1	(13.0)	171.8	-	7.5	164.3	156.9	-	156.9	14.9	7.4	(27.9)	9.5%	(8.3)%	(17.8)%	4.8%	0.0%	4.7%
Latin America	109.6	116.0	(6.4)	152.1	-	-	152.1	120.2	-	120.2	31.9	31.9	(38.3)	26.5%	(5.5)%	(32.0)%	0.0%	(0.0)%	26.5%
Asia Pacific	92.9	99.1	(6.2)	105.5	-	-	105.5	97.5	-	97.5	8.0	8.0	(14.2)	8.2%	(6.3)%	(14.5)%	0.0%	(0.0)%	8.2%
Total International	345.6	371.2	(25.6)	429.4	-	7.5	421.9	374.6	-	374.6	54.8	47.3	(80.4)	14.6%	(6.9)%	(21.5)%	2.0%	(0.0)%	12.6%
Total Company	\$ 1,530.0	\$ 1,484.5	\$ 45.5	\$ 1,624.3	\$ 87.1	\$ 68.4	\$ 1,468.8	\$ 1,486.3	\$ 99.1	\$ 1,387.2	\$ 138.0	\$ 81.6	\$ (92.5)	9.3%	3.1%	(6.2)%	4.6%	(1.2)%	5.9%

(1) "Core Sales" is determined by applying a fixed exchange rate, calculated as the 12-month average in 2014, to the current and prior year local currency sales amounts, with the difference between the change in "As Reported" sales and the change in "Core Sales" reported in the table as "Currency Impact". Core Sales Growth excludes the impact of currency, acquisitions and planned and actual divestitures from the period the intent to divest is determined through the date of sale.

(2) Actual and planned divestitures represent the Rubbermaid medical cart business and Levolor and Kirsch window coverings brands ("Décor").

(3) Win Bigger businesses include Writing & Creative Expression, which is included in the Writing segment, Tools, Commercial Products (excluding Medical) and Food & Beverage, which is included in the Home Solutions segment.

Reconciliation: Q3 YTD 2015 Core Sales

Newell Rubbermaid Inc.
Nine Months Ended September 30, 2015
In Millions

Currency Analysis

By Segment

	Net Sales, As Reported			Core Sales (1)										Year-Over-Year Increase (Decrease)							Core Sales Growth (1)
	2015	2014	Increase (Decrease)	Less Planned			2015 Core Sales	2014	Less		2014 Core Sales	Constant Currency Inc. (Dec.)	Inc. (Dec.) Excl. Planned Divest. & Acquisitions	Currency Impact	Including		Currency Impact	Acquisitions	Planned Divestitures (2)		
				Divestitures (2)	Less Acquisitions	Divestitures (2)			Divestitures (2)	Divestitures (2)											
															Divestitures (2)	Divestitures (2)					
Writing	\$ 1,297.2	\$ 1,290.7	\$ 6.5	\$ 1,418.0	\$ -	\$ -	\$ 1,418.0	\$ 1,284.5	\$ -	\$ 1,284.5	\$ 133.5	\$ 133.5	\$ (127.0)	10.4%	0.5%	(9.9)%	0.0%	0.0%	10.4%		
Home Solutions	1,262.4	1,116.8	145.6	1,276.9	83.3	151.5	1,042.1	1,115.7	83.9	1,031.8	161.2	10.3	(15.6)	14.4%	13.0%	(1.4)%	13.6%	(0.2)%	1.0%		
Tools	582.3	624.9	(42.6)	635.4	-	-	635.4	619.9	-	619.9	15.5	15.5	(58.1)	2.5%	(6.8)%	(9.3)%	0.0%	(0.0)%	2.5%		
Commercial Products	602.6	624.1	(21.5)	619.5	26.5	-	593.0	621.6	54.1	567.5	(2.1)	25.5	(19.4)	(0.3)%	(3.4)%	(3.1)%	0.0%	(4.8)%	4.5%		
Baby & Parenting	610.4	544.5	65.9	633.9	-	65.6	568.3	541.4	-	541.4	92.5	26.9	(26.6)	17.1%	12.1%	(5.0)%	12.1%	0.0%	5.0%		
Total Company	\$ 4,354.9	\$ 4,201.0	\$ 153.9	\$ 4,583.7	\$ 109.8	\$ 217.1	\$ 4,256.8	\$ 4,183.1	\$ 138.0	\$ 4,045.1	\$ 400.6	\$ 211.7	\$ (246.7)	9.6%	3.7%	(5.9)%	5.2%	(0.8)%	5.2%		
Win Bigger Businesses Core Sales Growth (3)	\$ 2,524.2	\$ 2,336.7	\$ 187.5	\$ 2,702.1	\$ -	\$ 151.5	\$ 2,550.6	\$ 2,347.2	\$ -	\$ 2,347.2	\$ 354.9	\$ 203.4	\$ (167.4)	15.1%	8.0%	(7.1)%	6.5%	(0.0)%	8.7%		
By Geography																					
United States	\$ 3,153.2	\$ 2,884.1	\$ 269.1	\$ 3,153.2	\$ 104.2	\$ 200.5	\$ 2,848.5	\$ 2,884.1	\$ 130.8	\$ 2,753.3	\$ 269.1	\$ 95.2	\$ -	9.3%	9.3%	0.0%	7.0%	(1.1)%	3.5%		
Canada	180.5	208.9	(28.4)	204.8	5.6	2.3	196.9	206.8	7.2	199.6	(2.0)	(2.7)	(26.4)	(1.0)%	(13.6)%	(12.6)%	1.1%	(0.8)%	(1.4)%		
Total North America	3,333.7	3,093.0	240.7	3,358.0	109.8	202.8	3,045.4	3,090.9	138.0	2,952.9	267.1	92.5	(26.4)	8.6%	7.8%	(0.8)%	6.6%	(1.1)%	3.1%		
Europe, Middle East and Africa	437.7	508.3	(70.6)	524.3	-	14.3	510.0	499.0	-	499.0	25.3	11.0	(95.9)	5.1%	(13.9)%	(19.0)%	2.9%	(0.0)%	2.2%		
Latin America	313.6	310.8	2.8	402.9	-	-	402.9	308.0	-	308.0	94.9	94.9	(92.1)	30.8%	0.9%	(29.9)%	0.0%	(0.0)%	30.8%		
Asia Pacific	269.9	288.9	(19.0)	298.5	-	-	298.5	285.2	-	285.2	13.3	13.3	(32.3)	4.7%	(6.6)%	(11.3)%	0.0%	0.0%	4.7%		
Total International	1,021.2	1,108.0	(86.8)	1,225.7	-	14.3	1,211.4	1,092.2	-	1,092.2	133.5	119.2	(220.3)	12.2%	(7.8)%	(20.0)%	1.3%	0.0%	10.9%		
Total Company	\$ 4,354.9	\$ 4,201.0	\$ 153.9	\$ 4,583.7	\$ 109.8	\$ 217.1	\$ 4,256.8	\$ 4,183.1	\$ 138.0	\$ 4,045.1	\$ 400.6	\$ 211.7	\$ (246.7)	9.6%	3.7%	(5.9)%	5.2%	(0.8)%	5.2%		

By Geography

United States	\$ 3,153.2	\$ 2,884.1	\$ 269.1	\$ 3,153.2	\$ 104.2	\$ 200.5	\$ 2,848.5	\$ 2,884.1	\$ 130.8	\$ 2,753.3	\$ 269.1	\$ 95.2	\$ -	9.3%	9.3%	0.0%	7.0%	(1.1)%	3.5%
Canada	180.5	208.9	(28.4)	204.8	5.6	2.3	196.9	206.8	7.2	199.6	(2.0)	(2.7)	(26.4)	(1.0)%	(13.6)%	(12.6)%	1.1%	(0.8)%	(1.4)%
Total North America	3,333.7	3,093.0	240.7	3,358.0	109.8	202.8	3,045.4	3,090.9	138.0	2,952.9	267.1	92.5	(26.4)	8.6%	7.8%	(0.8)%	6.6%	(1.1)%	3.1%
Europe, Middle East and Africa	437.7	508.3	(70.6)	524.3	-	14.3	510.0	499.0	-	499.0	25.3	11.0	(95.9)	5.1%	(13.9)%	(19.0)%	2.9%	(0.0)%	2.2%
Latin America	313.6	310.8	2.8	402.9	-	-	402.9	308.0	-	308.0	94.9	94.9	(92.1)	30.8%	0.9%	(29.9)%	0.0%	(0.0)%	30.8%
Asia Pacific	269.9	288.9	(19.0)	298.5	-	-	298.5	285.2	-	285.2	13.3	13.3	(32.3)	4.7%	(6.6)%	(11.3)%	0.0%	0.0%	4.7%
Total International	1,021.2	1,108.0	(86.8)	1,225.7	-	14.3	1,211.4	1,092.2	-	1,092.2	133.5	119.2	(220.3)	12.2%	(7.8)%	(20.0)%	1.3%	0.0%	10.9%
Total Company	\$ 4,354.9	\$ 4,201.0	\$ 153.9	\$ 4,583.7	\$ 109.8	\$ 217.1	\$ 4,256.8	\$ 4,183.1	\$ 138.0	\$ 4,045.1	\$ 400.6	\$ 211.7	\$ (246.7)	9.6%	3.7%	(5.9)%	5.2%	(0.8)%	5.2%

(1) "Core Sales" is determined by applying a fixed exchange rate, calculated as the 12-month average in 2014, to the current and prior year local currency sales amounts, with the difference between the change in "As Reported" sales and the change in "Core Sales" reported in the table as "Currency Impact". Core Sales Growth excludes the impact of currency, acquisitions and planned and actual divestitures from the period the intent to divest is determined through the date of sale.

(2) Actual and planned divestitures represent the Rubbermaid medical cart business on a year-to-date basis and Levolor and Kirsch window coverings brands ("Décor") for the third quarter.

(3) Win Bigger businesses include Writing & Creative Expression, which is included in the Writing segment, Tools, Commercial Products (excluding Medical) and Food & Beverage, which is included in the Home Solutions segment.