Q4 & Full Year 2020 Supplemental Information

newell BRANDS

Newell Brands Quarterly Earnings

Forward Looking Statements

Some of the statements in this presentation and its exhibits, particularly those anticipating future financial performance, business prospects, growth, operating strategies, the impact of the COVID-19 pandemic and similar matters, are forward-looking statements within the meaning of the U.S. Private Securities Litigation Reform Act of 1995. These statements generally can be identified by the use of words or phrases, including, but not limited to, "guidance", "outlook", “intend,” “anticipate,” “believe,” “estimate,” “project,” “target,” “plan,” “expect,” “setting up,” "beginning to,” “will,” “should,” “would,” “resume,” “are confident that,” "remain optimistic that," or similar statements. We caution that forward-looking statements are not guarantees because there are inherent difficulties in predicting future results. Actual results may differ materially from those expressed or implied in the forward-looking statements, including the impairment charges and accounting for income taxes. 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 ability to manage the demand, supply and operational challenges with the actual or perceived effects of the COVID-19 pandemic;
- our dependence on the strength of retail, commercial and industrial sectors of the economy in various countries around the world;
- competition with other manufacturers and distributors of consumer products;
- major retailers’ strong bargaining power and consolidation of our customers;
- our ability to improve productivity, reduce complexity and streamline operations;
- our ability to develop innovative new products, to develop, maintain and strengthen end-user brands and to realize the benefits of increased advertising and promotion spend;
- our ability to remediate the material weakness in internal control over financial reporting and consistently maintain effective internal control over financial reporting;
- risks related to our substantial indebtedness, a potential increase in interest rates or changes in our credit ratings;
- future events that could adversely affect the value of our assets and/or stock price and require additional impairment charges;
- unexpected costs or expenses associated with divestitures;
- our ability to effectively execute our turnaround plan;
- changes in the prices and availability of labor, transportation, raw materials and sourced products and our ability to obtain them in a timely manner;
- the impact of governmental investigations, inspections, lawsuits, legislative requests or other actions by third parties;
- the risks inherent to our foreign operations, including currency fluctuations, exchange controls and pricing restrictions;
- a failure of one of our key information technology systems, networks, processes or related controls or those of our service providers;
- the impact of U.S. and foreign regulations on our operations, including the impact of tariffs and environmental remediation costs;
- the potential inability to attract, retain and motivate key employees;
- the resolution of tax contingencies resulting in additional tax liabilities;
- product liability, product recalls or related regulatory actions;
- our ability to protect intellectual property rights;
- significant increases in funding obligations related to our pension plans; and
- other factors listed from time to time in our filings with the SEC, including, but not limited to, our Annual Report on Form 10-K and our Quarterly Reports on Form 10-Q.

The consolidated condensed financial statements are prepared in conformity with accounting principles generally accepted in the United States (“U.S. GAAP”). Management’s application of U.S. GAAP requires the pervasive use of estimates and assumptions in preparing the unaudited condensed consolidated financial statements. As discussed above, the world is currently experiencing the global COVID-19 pandemic which has required greater use of estimates and assumptions in the preparation of our condensed consolidated financial statements. Although we have made our best estimates based upon current information, the effects of the COVID-19 pandemic on our business may result in future changes to management’s estimates and assumptions, especially if the severity worsens or duration lengthens. Actual results may differ materially from the estimates and assumptions developed by management. If so, the company may be subject to future incremental impairment charges as well as changes to recorded reserves and valuations.

The information contained in this presentation and the tables is as of the date indicated. The company assumes no obligation to update any forward-looking statements as a result of new information, future events or developments.

This presentation and the accompanying remarks contain non-GAAP measures. An explanation of most directly comparable GAAP measures and if available, reconciliations to GAAP are contained in the Appendix.

2020 Takeaways

- Gained significant momentum on our turnaround, with better-than-expected finish to 2020, including progress across financial and operational metrics, as well as strategic initiatives
- Core sales for 2020 improved sequentially vs. 2019, as the business returned to broad-based core sales growth in the second half of 2020, fueled by consumer demand
- Capitalized on the shift toward digital consumption, with eCommerce sales growth accelerating to a strong double-digit rate
- Productivity, strict cost controls, restructuring savings and complexity reduction contributed to normalized operating margin improvement
- Strong operating cash flow performance, driven by working capital, with significant reduction in net debt
- Initiating outlook for Q1 and full year 2021, which calls for further improvement across key metrics

Our Priorities

Address COVID-19 Related Challenges

- Safety and Wellbeing of Employees
- Keep Plants and DC's Open, Where Possible
- Preserve Financial Health and Strong Liquidity

Drive Turnaround Agenda Forward

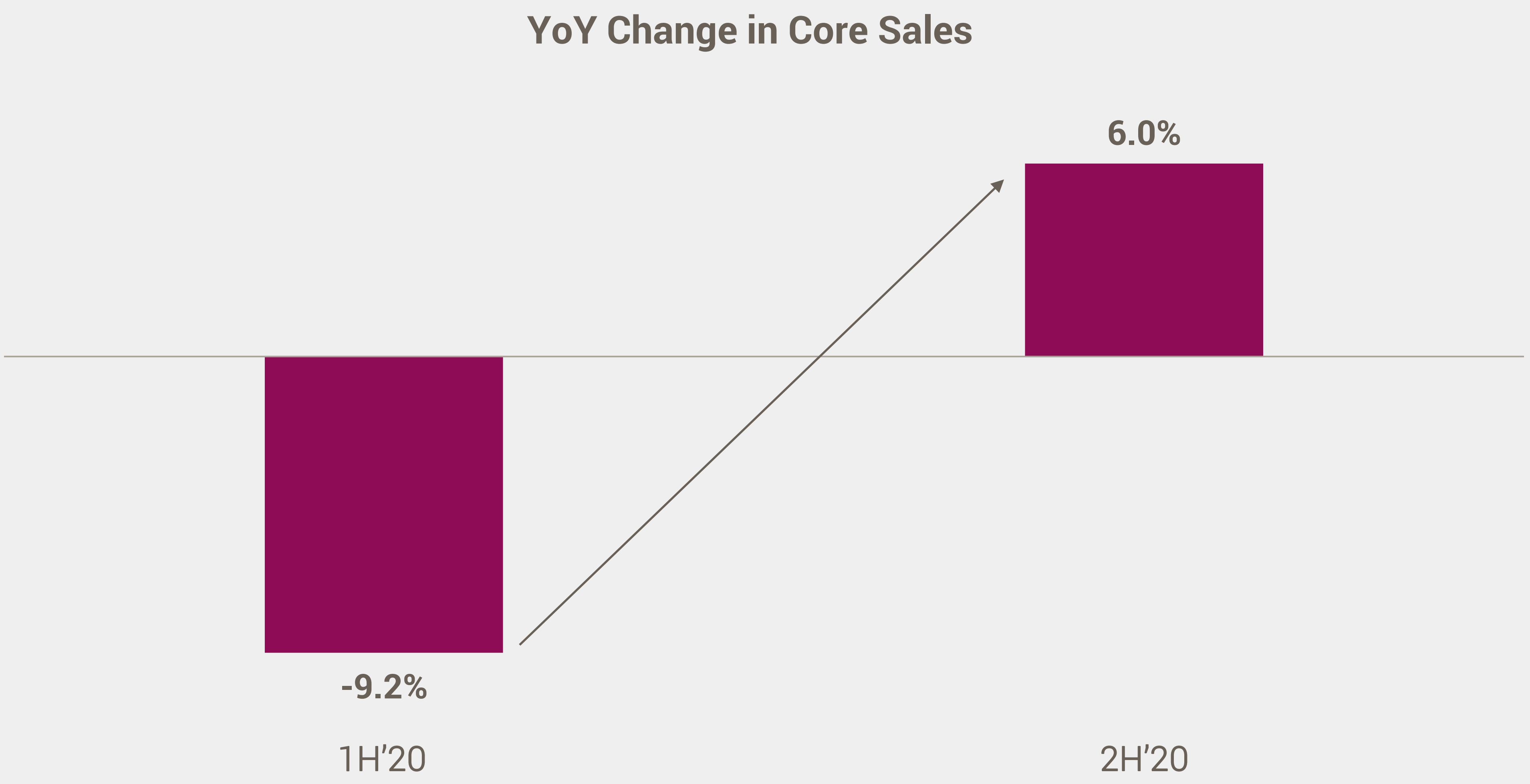
- Build a Winning Team
- Restart Growth Engine
- Focus on Cash, Productivity, Complexity & Overheads

2020 Financial Highlights

$9.4B	11.1%	$1.79	$1.4B	3.5x
NET SALES	NORMALIZED OPERATING MARGIN	NORMALIZED EARNINGS PER SHARE	OPERATING CASH FLOW	LEVERAGE RATIO
–1.1% Core Sales	+30 bps YoY	+5.3% YoY	+$388M YoY	vs. 4.0x in 2019

Leverage ratio is defined as the ratio of net debt to normalized EBITDA from continuing operations. An explanation of how the leverage ratio is calculated and a related reconciliation, as well as a reconciliation of reported results to normalized results, are in the Appendix.

Returned to Core Sales Growth in 2H'20



2020 Segment Highlights

APPLIANCES & COOKWARE

- +5.4% core sales
- Strong sales in international markets
- Domestic consumption increased during Q4 and the full year

COMMERCIAL SOLUTIONS

- +5.6% core sales
- Commercial business unit grew core sales each quarter and for the full year, with strong consumption in washroom, glove and scouring, and outdoor garage & organization
- Core sales for Connected Home & Security grew in 2H, but declined for the year largely due to COVID-19 disruption

HOME SOLUTIONS

- +8.0% core sales
- Food delivered strong double digit core sales growth, fueled by increased consumption in the U.S. and solid market share gains
- Core sales for Home Fragrance increased in 2H, as demand rebounded; core sales declined for the full year due to temporary closure of plant/DC and retail stores earlier in 2020 as a result of COVID

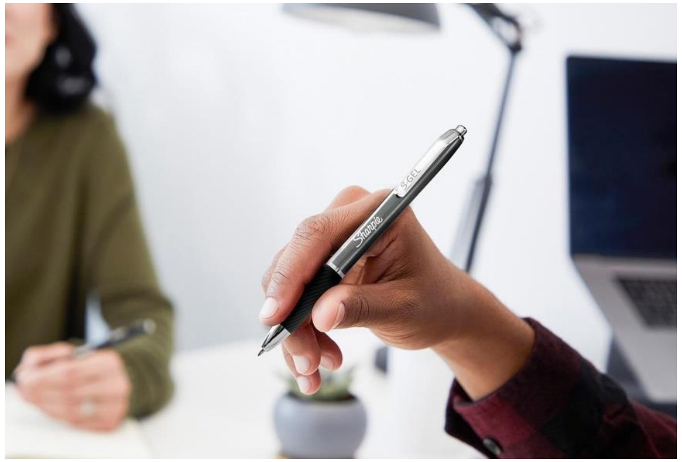
LEARNING & DEVELOPMENT

- -11.1% core sales
- Writing core sales and the category were under pressure in 2020, impacted by delayed school openings and office closures; while down for the year, demand in the U.S. improved in Q4
- Baby core sales grew modestly, as consumption in the U.S. improved during the year, accelerating in 2H

OUTDOOR & RECREATION

- -8.7% core sales
- Results improved in 2H in outdoor equipment categories, where demand picked up, although was still challenged for the year due to disruption in 1H
- Beverage and tech apparel businesses remained under pressure throughout 2020

A Look Back at Recent 2020 Launches



Q4 2020 Financial Highlights

$2.7B
NET SALES
+4.9% Core Sales

11.4%
NORMALIZED OPERATING MARGIN
+10 bps YoY

$0.56
NORMALIZED EARNINGS PER SHARE
+33.3% YoY

$300M
DEBT PAYDOWN

Q4 2020 Appliances & Cookware

Core Sales Growth

+4.2%

Normalized Operating Margin

-70 bps YoY to 8.8%

Appliances & Cookware

- Third straight quarter of core sales growth, driven by international markets
- Strong consumption in the U.S., reflecting increased frequency of at-home cooking
- Effective January 1, 2021, the Business Unit CEO of Food assumed responsibility for Cookware and Appliances & Cookware was renamed Home Appliances

Q4 2020 Commercial Solutions

Core Sales Growth

+13.8%

Normalized Operating Margin

+160 bps YoY to 13.3%

Commercial

- Fourth consecutive quarter of core sales growth
- Core sales increased across every major region
- Domestic consumption in the U.S. remained healthy, accelerating on a sequential basis, driven by strength in consumer-facing businesses, in addition to washroom and hand protection categories

Connected Home & Security

- Second consecutive quarter of core sales growth
- U.S. consumption trends improved, as supply constraints eased

Q4 2020 Home Solutions

Core Sales Growth

+12.4%

Normalized Operating Margin

+460 bps YoY to 21.9%

Food

- Fifth consecutive quarter of core sales growth
- Strongest performing business unit, with double digit core sales growth, driven by all businesses and geographic regions
- Demand in the U.S. remained robust

Home Fragrance

- Second consecutive quarter of core sales growth
- Strength in eCommerce, EMEA and the wholesale channel in a seasonally important quarter
- Continued consumption surge in the U.S.

Q4 2020 Learning & Development

Core Sales Growth

-2.2%

Normalized Operating Margin

-420 bps YoY to 14.0%

Baby & Parenting

- Second consecutive quarter of core sales growth
- Core sales growth accelerated sequentially, reflecting strong consumer demand

Writing

- Impact of the pandemic on school and office closures drove core sales decline
- While still soft, core sales pressure moderated sequentially
- Encouraged by positive domestic consumption trends, despite category challenges

Q4 2020 Outdoor & Recreation

Core Sales Growth

-7.4%

Normalized Operating Margin

-130 bps YoY to -2.0%

Outdoor & Recreation

- Core sales declined, due to softness in North America, which more than offset improved results across other major regions
- Performance in North America was negatively impacted by the acceleration of shipments into Q3, ahead of the October 1st conversion of Coleman North America to SAP, as well as challenges in beverage and technical apparel businesses
- In the second half of 2020, core sales grew year-over-year, reflecting stronger demand for Outdoor equipment products

Cash Flow and Liquidity

	2018 Baseline	2019	2020
+ Days Sales	78	69	65
+ Days Inventory	103	92	95
- Days Payables	66	63	88
Cash Conversion	115	98	72

- Operating cash flow increased 37% YoY to $1.4B
- Free cash flow increased 51% YoY to $1.2B
- Free cash flow productivity of 154% improved from 108% in 2019
- Net Debt declined $748M YoY
- Ended 2020 with leverage ratio of 3.5x vs. 4.0x in 2019

Leverage ratio is defined as the ratio of net debt to normalized EBITDA from continuing operations. An explanation of how the leverage ratio is calculated and a related reconciliation, as well as a reconciliation of reported results to normalized results, are in the Appendix.

2021 Assumptions

Major Assumptions	
Strong productivity	Improving supply chain
Fixed cost leverage from better top line growth	Higher inflation and transportation costs
Favorable foreign exchange	Higher A&P investment
More normal back-to-school	Higher tax rate YoY

COVID uncertainty continues throughout 2021

2021 Outlook

	Q1 2021 Outlook	2021 Full Year Outlook
Net Sales	$2.04 to $2.08 billion	$9.5 to $9.7 billion
Core Sales	High single digit growth	Low single digit growth
Normalized Operating Margin	90 to 130 bps improvement to 6.9% to 7.3%	30 to 60 bps improvement to 11.4% to 11.7%
Normalized EPS	$0.12 to $0.14	$1.55 to $1.65
Operating Cash Flow		Approximately $1.0 billion

The company has presented forward-looking statements regarding core sales, normalized operating margin, and normalized earnings per share. These non-GAAP financial measures are derived by excluding certain amounts, expenses or income from the corresponding financial measures determined in accordance with GAAP. The determination of the amounts that are excluded from these non-GAAP financial measures is a matter of management judgement and depends upon, among other factors, the nature of the underlying expense or income amounts recognized in a given period. We are unable to present a quantitative reconciliation of forward-looking core sales, normalized operating margin, or normalized earnings per share to their most directly comparable forward-looking GAAP financial measures because such information is not available, and management cannot reliably predict all of the necessary components of such GAAP measures without unreasonable effort of expense. In addition, we believe such reconciliations would imply a degree of precision that would be confusing or misleading to investors. The unavailable information could have a significant impact on the company's full-year and first quarter 2021 financial results. These non-GAAP financial measures are preliminary estimates and are subject to risks and uncertainties, including, among others, changes in connection with quarter-end and year-end adjustments. Any variation between the company's actual results and preliminary financial data set forth above may be material.

Appendix

Non-GAAP Reconciliations

Non-GAAP Information

This presentation contains non-GAAP financial measures within the meaning of Regulation G promulgated by the U.S. Securities and Exchange Commission (the "SEC") and includes a reconciliation of non-GAAP financial measures to the most directly comparable financial measures calculated in accordance with GAAP.

The company uses certain non-GAAP financial measures that are included in this presentation and the additional financial information both to explain its results to stockholders and the investment community and in the internal evaluation and management of its businesses. The company's management believes that these non-GAAP financial measures and the information they provide are useful to investors since these measures (a) permit investors to view the company's performance and liquidity using the same tools that management uses to evaluate the company's past performance, reportable business segments, prospects for future performance and liquidity, and (b) determine certain elements of management incentive compensation.

The company's management believes that core sales provides a more complete understanding of underlying sales trends by providing sales on a consistent basis as it excludes the impacts of acquisitions, planned and completed divestitures, retail store openings and closings, certain market exits, impact of customer returns related to a product recall in Outdoor and Recreation segment, and changes in foreign exchange from year-over-year comparisons. The effect of changes in foreign exchange on reported sales is calculated by applying the prior year average monthly exchange rates to the current year local currency sales amounts (excluding acquisitions and divestitures), with the difference between the 2020 reported sales and constant currency sales presented as the foreign exchange impact increase or decrease in core sales. The company's management believes that "normalized" gross margin, "normalized" operating income, "normalized" operating margin, "normalized EBITDA", "normalized EBITDA from continuing operations", "normalized" net income, "normalized" diluted earnings per share, "normalized" interest and "normalized" tax benefits, which exclude restructuring and restructuring-related expenses and one-time and other events such as costs related to the extinguishment of debt, certain tax benefits and charges, impairment charges, pension settlement charges, divestiture costs, costs related to the acquisition, integration and financing of acquired businesses, amortization of acquisition-related intangible assets, inflationary adjustments, expenses related to certain product recalls and certain other items, are useful because they provide investors with a meaningful perspective on the current underlying performance of the company's core ongoing operations and liquidity. On a pro forma basis, "normalized" items give effect to the company's decision not to sell the Commercial, Mapa and Quickie businesses. "Normalized EBITDA from continuing operations" is an ongoing liquidity measure (that excludes non-cash items) and is calculated as pro forma normalized earnings from continuing operations before interest, tax depreciation, amortization and stock-based compensation expense. "Leverage ratio" is a liquidity measure calculated as the ratio of net debt (defined as total debt less cash and cash equivalents) to normalized EBITDA from continuing operations. "Free cash flow productivity" is calculated as the ratio of free cash flow (calculated as net cash provided by operating activities less capital expenditures) to normalized net income, and the company believes that free cash flow productivity is an important indicator of liquidity realized from the company's core ongoing operations.

The company determines the tax effect of the items excluded from normalized diluted earnings per share 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 utilizes a "with" and "without" approach to determine normalized income tax benefit or expense. The company will also exclude one-time tax expenses related to a change in tax status of certain entities and the loss of GILTI tax credits as a result of utilizing the 50% IRC Section 163(j) limit resulting from the CARES Act to determine normalized income tax benefit.

While the company believes these non-GAAP financial measures are useful in evaluating the company's performance and liquidity, 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.

NEWELL BRANDS INC.

CORE SALES ANALYSIS BY SEGMENT (UNAUDITED)

(Amounts in millions)

	Six Months Ended June 30, 2020					Six Months Ended June 30, 2019			*Increase (Decrease) Core Sales*	
	2020 Net Sales (REPORTED)	**Acquisitions, Divestitures and Other, Net [2]**	**Net Sales Base Business**	**Currency Impact [3]**	**2020 Core Sales [1]**	**2019 Net Sales (REPORTED)**	**Divestitures and Other, Net [2]**	**2019 Core Sales [1]**	**$**	**%**
APPLIANCES AND COOKWARE	$ 650	$ -	$ 650	$ 36	$ 686	$ 692	$ -	$ 692	$ (6)	***(0.9)%***
COMMERCIAL SOLUTIONS	826	-	826	18	844	868	-	868	(24)	***(2.8)%***
HOME SOLUTIONS	702	(1)	701	6	707	743	(13)	730	(23)	***(3.2)%***
LEARNING AND DEVELOPMENT	1,159	(4)	1,155	14	1,169	1,430	(34)	1,396	(227)	***(16.3)%***
OUTDOOR AND RECREATION	660	1	661	8	669	789	13	802	(133)	***(16.6)%***
TOTAL COMPANY	**$ 3,997**	**$ (4)**	**$ 3,993**	**$ 82**	**$ 4,075**	**$ 4,522**	**$ (34)**	**$ 4,488**	**$ (413)**	***(9.2)%***

CORE SALES ANALYSIS BY GEOGRAPHY (UNAUDITED)

	Six Months Ended June 30, 2020					Six Months Ended June 30, 2019			*Increase (Decrease) Core Sales*	
	2020 Net Sales (REPORTED)	**Acquisitions, Divestitures and Other, Net [2]**	**Net Sales Base Business**	**Currency Impact [3]**	**2020 Core Sales [1]**	**2019 Net Sales (REPORTED)**	**Divestitures and Other, Net [2]**	**2019 Core Sales [1]**	**$**	**%**
NORTH AMERICA	$ 2,854	$ (4)	$ 2,850	$ 4	$ 2,854	$ 3,176	$ (32)	$ 3,144	$ (290)	***(9.2)%***
EUROPE, MIDDLE EAST, AFRICA	600	-	600	15	615	684	(1)	683	(68)	***(10.0)%***
LATIN AMERICA	264	-	264	58	322	312	(1)	311	11	***3.5 %***
ASIA PACIFIC	279	-	279	5	284	350	-	350	(66)	***(18.9)%***
TOTAL COMPANY	**$ 3,997**	**$ (4)**	**$ 3,993**	**$ 82**	**$ 4,075**	**$ 4,522**	**$ (34)**	**$ 4,488**	**$ (413)**	***(9.2)%***

[1] “Core Sales” provides a consistent basis for year-over-year comparisons in sales as it excludes the impacts of acquisitions, completed divestitures, retail store openings and closings, changes in foreign currency. Core Sales Increases/(Decreases) excludes the impact of currency, acquisitions and divestitures.

[2] Divestitures include the exit of the North American distributorship of Uniball® Products and, consistent with standard retail practice, current and prior period net sales from retail store closures from the decision date to close through their closing dates.

[3] “Currency Impact” represents the effect of foreign currency on 2020 reported sales and is calculated as the difference between the 2020 reported sales and by applying the prior year average monthly exchange rates to the current year local currency sales amounts (excluding acquisitions and divestitures).

NEWELL BRANDS INC.

CORE SALES ANALYSIS BY SEGMENT (UNAUDITED)

(Amounts in millions)

	Six Months Ended December 31, 2020					Six Months Ended December 31, 2019			*Increase (Decrease) Core Sales*	
	2020 Net Sales (REPORTED)	Acquisitions, Divestitures and Other, Net [2]	Net Sales Base Business	Currency Impact [3]	2020 Core Sales [1]	2019 Net Sales (REPORTED)	Divestitures and Other, Net [2]	2019 Core Sales [1]	$	%
APPLIANCES AND COOKWARE	$ 1,056	$ -	$ 1,056	$ 41	$ 1,097	$ 1,000	$ -	$ 1,000	$ 97	***9.7 %***
COMMERCIAL SOLUTIONS	1,033	-	1,033	-	1,033	911	(1)	910	123	***13.5 %***
HOME SOLUTIONS	1,269	(2)	1,267	(10)	1,257	1,132	(44)	1,088	169	***15.5 %***
LEARNING AND DEVELOPMENT	1,398	(6)	1,392	(9)	1,383	1,526	(52)	1,474	(91)	***(6.2)%***
OUTDOOR AND RECREATION	632	-	632	4	636	624	3	627	9	***1.4 %***
TOTAL COMPANY	**$ 5,388**	**$ (8)**	**$ 5,380**	**$ 26**	**$ 5,406**	**$ 5,193**	**$ (94)**	**$ 5,099**	**$ 307**	***6.0 %***

CORE SALES ANALYSIS BY GEOGRAPHY (UNAUDITED)

	Six Months Ended December 31, 2020					Six Months Ended December 31, 2019			*Increase (Decrease) Core Sales*	
	2020 Net Sales (REPORTED)	Acquisitions, Divestitures and Other, Net [2]	Net Sales Base Business	Currency Impact [3]	2020 Core Sales [1]	2019 Net Sales (REPORTED)	Divestitures and Other, Net [2]	2019 Core Sales [1]	$	%
NORTH AMERICA	$ 3,819	$ (8)	$ 3,811	$ -	$ 3,811	$ 3,744	$ (92)	$ 3,652	$ 159	***4.4 %***
EUROPE, MIDDLE EAST, AFRICA	794	-	794	(37)	757	714	-	714	43	***6.0 %***
LATIN AMERICA	393	-	393	76	469	390	(2)	388	81	***20.9 %***
ASIA PACIFIC	382	-	382	(13)	369	345	-	345	24	***7.0 %***
TOTAL COMPANY	**$ 5,388**	**$ (8)**	**$ 5,380**	**$ 26**	**$ 5,406**	**$ 5,193**	**$ (94)**	**$ 5,099**	**$ 307**	***6.0 %***

[1] "Core Sales" provides a consistent basis for year-over-year comparisons in sales as it excludes the impacts of acquisitions, completed divestitures, retail store openings and closings, changes in foreign currency.

[2] Divestitures include the exit of the North American distributorship of Uniball® Products, current and prior period net sales from retail store closures (consistent with standard retail practice), disposition of the foamboards business and exit from Home Fragrance fundraising business.

[3] "Currency Impact" represents the effect of foreign currency on 2020 reported sales and is calculated by applying the 2019 average monthly exchange rates to the current year local currency sales amounts (excluding acquisitions and divestitures) and comparing to 2020 reported sales.

NEWELL BRANDS INC.

RECONCILIATION OF GAAP AND NON-GAAP INFORMATION (UNAUDITED)

CERTAIN LINE ITEMS

(Amounts in millions, except per share data)

	Three Months Ended December 31, 2020					
	GAAP Measure Reported	Restructuring and restructuring related costs [1]	Acquisition amortization and impairment [2]	Transactions and related costs [3]	Other items [4]	Non-GAAP Measure Normalized*
Net sales	**$ 2,689**	$ —	$ —	$ —	$ —	**$ 2,689**
Cost of products sold	1,805	(1)	—	—	(1)	1,803
Gross profit	884	1	—	—	1	886
	32.9%					*32.9%*
Selling, general and administrative expenses	608	(4)	(20)	(1)	(4)	579
	22.6%					*21.5%*
Restructuring costs, net	7	(7)	—	—	—	—
Impairment of goodwill, intangibles and other assets	21	—	(21)	—	—	—
Operating income	**248**	**12**	**41**	**1**	**5**	**307**
	9.2%					***11.4%***
Non-operating (income) expense	147	—	—	—	(72)	75
Income before income taxes	**101**	**12**	**41**	**1**	**77**	**232**
Income tax provision (benefit) [5]	(26)	—	7	—	13	(6)
Net income	**$ 127**	**$ 12**	**$ 34**	**$ 1**	**$ 64**	**$ 238**
*Diluted earnings per share ***	*$ 0.30*	*$ 0.03*	*$ 0.08*	*$ —*	*$ 0.15*	*$ 0.56*

** 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.*

***Adjustments and normalized earnings per share are calculated based on diluted weighted average shares of 426.2 million shares for the three months ended December 31, 2020.*

Totals may not add due to rounding.

[1] Restructuring and restructuring related costs of $12 million.

[2] Acquisition amortization costs of $20 million; $21 million of non-cash impairment charges primarily related to an indefinite-lived intangible asset in the Learning and Development segment.

[3] Divestiture costs of $1 million primarily related to completed divestitures.

[4] Pension settlement charge of $52 million; $20 million of debt extinguishment costs; $4 million primarily related to fees for certain legal proceedings; $2 million related to Argentina hyperinflationary adjustment and a gain of $1 million from change in fair value of investments.

[5] 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.

NEWELL BRANDS INC.
RECONCILIATION OF GAAP AND NON-GAAP INFORMATION (UNAUDITED)
CERTAIN LINE ITEMS
(Amounts in millions, except per share data)

	Three Months Ended December 31, 2019					
	GAAP Measure Reported	Restructuring and restructuring related costs [1]	Acquisition amortization and impairment [2]	Transactions and related costs [3]	Other items [4]	Non-GAAP Measure Normalized*
Net sales	**$ 2,624**	**$ —**	**$ —**	**$ —**	**$ —**	**$ 2,624**
Cost of products sold	1,772	(1)	—	—	(27)	1,744
Gross profit	852	1	—	—	27	880
	32.5 %					*33.5 %*
Selling, general and administrative expenses	640	(14)	(34)	(5)	(3)	584
	24.4 %					*22.3 %*
Restructuring costs, net	5	(5)	—	—	—	—
Impairment of goodwill, intangibles and other assets	75	—	(75)	—	—	—
Operating income	**132**	**20**	**109**	**5**	**30**	**296**
	5.0 %					*11.3 %*
Non-operating (income) expense	75	—	—	—	(2)	73
Income before income taxes	**57**	**20**	**109**	**5**	**32**	**223**
Income tax provision (benefit) [5]	(721)	4	22	1	745	51
Income (loss) from continuing operations	**778**	**16**	**87**	**4**	**(713)**	**172**
Income (loss) from discontinued operations, net of tax	16	—	—	(1)	(7)	8
Net income (loss)	**$ 794**	**$ 16**	**$ 87**	**$ 3**	**$ (720)**	**$ 180**
*Diluted earnings (loss) per share ***	*$ 1.87*	*$ 0.04*	*$ 0.20*	*$ 0.01*	*$ (1.69)*	*$ 0.42*

** 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.*

***Adjustments and normalized earnings per share are calculated based on diluted weighted average shares of 424.9 million shares for the three months ended December 31, 2019.*

Totals may not add due to rounding.

[1] Restructuring and restructuring related costs of $20 million.

[2] Acquisition amortization costs of $34 million; impairment charges of approximately $75 million primarily related to tradenames.

[3] Divestiture costs of $6 million ($1 million of which is reported in discontinued operations) primarily related to planned and completed divestitures and net gain on dispositions of $7 million reported in discontinued operations.

[4] Cumulative depreciation and amortization catch-up of $15 million related to the inclusion of the Mapa and Quickie businesses in continuing operations; $12 million related to a product recall; loss of $2 million due to changes in the fair value of certain investments; Argentina hyperinflationary adjustment of $2 million; a gain on extinguishment of debt of $1 million; loss on pension settlement charge of $1 million and $1 million of fees for certain legal proceedings. Includes an income tax benefit of $522 million related to the deferred tax effects associated with the internal realignment of certain intellectual property rights as well as an income tax benefit of $227 million associated with a taxable loss related to the impairment of certain assets.

[5] 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.

NEWELL BRANDS INC.
RECONCILIATION OF GAAP AND NON-GAAP INFORMATION (UNAUDITED)
CERTAIN LINE ITEMS
(Amounts in millions, except per share data)

	Twelve Months Ended December 31, 2020					
	GAAP Measure Reported	Restructuring and restructuring related costs [1]	Acquisition amortization and impairment [2]	Transactions and related costs [3]	Other items [4]	Non-GAAP Measure Normalized*
Net sales	**$ 9,385**	**$ —**	**$ —**	**$ —**	**$ —**	**$ 9,385**
Cost of products sold	6,306	(4)	—	—	(6)	6,296
Gross profit	3,079	4	—	—	6	3,089
	32.8 %					*32.9 %*
Selling, general and administrative expenses	2,189	(19)	(99)	(4)	(16)	2,051
	23.3 %					*21.9 %*
Restructuring costs, net	21	(21)	—	—	—	—
Impairment of goodwill, intangibles and other assets	1,503	—	(1,503)	—	—	—
Operating income (loss)	**(634)**	**44**	**1,602**	**4**	**22**	**1,038**
	(6.8)%					*11.1 %*
Non-operating (income) expense	372	1	—	(9)	(76)	288
Income (loss) before income taxes	**(1,006)**	**43**	**1,602**	**13**	**98**	**750**
Income tax provision (benefit) [5]	(236)	(1)	232	1	(6)	(10)
Net income (loss)	**$ (770)**	**$ 44**	**$ 1,370**	**$ 12**	**$ 104**	**$ 760**
*Diluted earnings (loss) per share ***	*$ (1.82)*	*$ 0.10*	*$ 3.22*	*$ 0.03*	*$ 0.24*	*$ 1.79*

** 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.*

***Adjustments and normalized earnings per share are calculated based on diluted weighted average shares of 425.2 million shares for the twelve months ended December 31, 2020.*

Totals may not add due to rounding.

[1] Restructuring and restructuring related costs of $43 million.

[2] Acquisition amortization costs of $99 million; impairment charges of approximately $1.5 billion related to goodwill, other intangible assets and other assets.

[3] Divestiture costs of $4 million primarily related to completed divestitures and loss on disposition of $9 million related to the sale of a product line in the Learning and Development segment.

[4] Pension settlement charge of $53 million; $20 million of debt extinguishment costs; $16 million of fees for certain legal proceedings; Argentina hyperinflationary adjustment of $7 million and $2 million related to product recall costs. Includes income tax expense of $53 million for a reduction in valuation allowance related to integration of certain U.S. operations, partially offset by $47 million of deferred tax effects associated with certain outside basis difference, $20 million related to change in tax status of certain entities and $5 million for effects of adopting the Coronavirus Aid, Relief, and Economic Security ("CARES") Act.

[5] 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.

NEWELL BRANDS INC.

RECONCILIATION OF GAAP AND NON-GAAP INFORMATION (UNAUDITED)

CERTAIN LINE ITEMS

(Amounts in millions, except per share data)

	Twelve Months Ended December 31, 2019							
	GAAP Measure	Restructuring and restructuring related costs	Acquisition amortization and impairment	Transactions and related costs	Other items	Non-GAAP Measure		
	Reported	[1]	[2]	[3]	[4]	Normalized*	Proforma Adjustments [5]	Proforma
Net sales	**$ 9,715**	**$ —**	**$ —**	**$ —**	**$ —**	**$ 9,715**	**$ —**	**$ 9,715**
Cost of products sold	6,496	(16)	—	—	(73)	6,407	21	6,428
Gross profit	3,219	16	—	—	73	3,308	(21)	3,287
	33.1 %					*34.1 %*		*33.8 %*
Selling, general and administrative expenses	2,451	(39)	(131)	(30)	(15)	2,236	2	2,238
	25.2 %					*23.0 %*		*23.0 %*
Restructuring costs, net	27	(27)	—	—	—	—	—	—
Impairment of goodwill, intangibles and other assets	1,223	—	(1,223)	—	—	—	—	—
Operating income (loss)	**(482)**	**82**	**1,354**	**30**	**88**	**1,072**	**(23)**	**1,049**
	(5.0)%					*11.0 %*		*10.8 %*
Non-operating (income) expense	370	—	—	—	(57)	313	—	313
Income (loss) before income taxes	**(852)**	**82**	**1,354**	**30**	**145**	**759**	**(23)**	**736**
Income tax provision (benefit) [6]	(1,038)	19	293	7	784	65	(6)	59
Income (loss) from continuing operations	**186**	**63**	**1,061**	**23**	**(639)**	**694**	**(17)**	**677**
Income (loss) from discontinued operations, net of tax	(79)	—	84	47	(7)	45	—	45
Net income (loss)	**$ 107**	**$ 63**	**$ 1,145**	**$ 70**	**$ (646)**	**$ 739**	**$ (17)**	**$ 722**
Diluted earnings (loss) per share **	*$ 0.25*	*$ 0.15*	*$ 2.70*	*$ 0.17*	*$ (1.52)*	*$ 1.74*	*$ (0.04)*	*$ 1.70*

** 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.*

***Adjustments and normalized earnings per share are calculated based on diluted weighted average shares of 423.9 million shares for the twelve months ended December 31, 2019.*

Totals may not add due to rounding.

[1] Restructuring and restructuring related costs of $82 million.

[2] Acquisition amortization costs of $131 million; impairment charges of approximately $1.3 billion primarily related to tradenames, customer relationships and goodwill, $112 million of which was reported in discontinued operations.

[3] Divestiture costs of $34 million ($5 million of which is reported in discontinued operations) primarily related to planned and completed divestitures; acquisition related costs of $1 million and a nominal net gain on disposition of businesses, reported in discontinued operations.

[4] Cumulative depreciation and amortization catch-up of $55 million related to the inclusion of the Rubbermaid Commercial Products, Rubbermaid Outdoor, Closet, Refuse and Garage businesses, Mapa and Quickie businesses ("Commercial Business") in continuing operations; a loss on extinguishment of debt of $28 million; loss of $21 million due to changes in the fair value of certain investments; $20 million related to a product recall; Argentina hyperinflationary adjustment of $12 million; $8 million fees for certain legal proceedings; $1 million loss on pension settlement charge and net tax adjustment primarily related to foreign and state tax impacts of offshore earnings and a withholding tax refund from Switzerland. Includes an income tax benefit of $522 million related to the deferred tax effects associated with the internal realignment of certain intellectual property rights as well as an income tax benefit of $227 million associated with a taxable loss related to the impairment of certain assets.

[5] Depreciation and amortization expense related to the Commercial Business that would have been recorded had the businesses been continuously classified as held and used.

[6] 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.

NEWELL BRANDS INC.

RECONCILIATION OF GAAP AND NON-GAAP INFORMATION (UNAUDITED)

FINANCIAL WORKSHEET - SEGMENT REPORTING

(Amounts in millions)

	Three Months Ended December 31, 2020						Three Months Ended December 31, 2019						Year over year changes			
													Net Sales		Normalized Operating Income	
	Net Sales	Reported Operating Income (Loss)	Reported Operating Margin	Excluded Items [1]	Normalized Operating Income (Loss)	Normalized Operating Margin	Net Sales	Reported Operating Income (Loss)	Reported Operating Margin	Excluded Items [2]	Normalized Operating Income (Loss)	Normalized Operating Margin	$	%	$	%
APPLIANCES AND COOKWARE	$ 577	$ 49	*8.5 %*	$ 2	$ 51	*8.8 %*	$ 570	$ 58	*10.2 %*	$ (4)	$ 54	*9.5 %*	$ 7	*1.2%*	$ (3)	*(5.6)%*
COMMERCIAL SOLUTIONS	498	63	*12.7 %*	3	66	*13.3 %*	436	35	*8.0 %*	16	51	*11.7 %*	62	*14.2%*	15	*29.4%*
HOME SOLUTIONS	695	138	*19.9 %*	14	152	*21.9 %*	648	96	*14.8 %*	16	112	*17.3 %*	47	*7.3%*	40	*35.7%*
LEARNING AND DEVELOPMENT	670	72	*10.7 %*	22	94	*14.0 %*	702	100	*14.2 %*	28	128	*18.2 %*	(32)	*(4.6)%*	(34)	*(26.6)%*
OUTDOOR AND RECREATION	249	(9)	*(3.6)%*	4	(5)	*(2.0)%*	268	(75)	*(28.0)%*	73	(2)	*(0.7)%*	(19)	*(7.1)%*	(3)	*NM*
CORPORATE	—	(58)	*— %*	7	(51)	*— %*	—	(77)	*— %*	30	(47)	*— %*	—	*—%*	(4)	*(8.5)%*
RESTRUCTURING	—	(7)	*— %*	7	—	*— %*	—	(5)	*— %*	5	—	*— %*	—	*—%*	—	*—%*
	$ 2,689	**$ 248**	***9.2 %***	**$ 59**	**$ 307**	***11.4 %***	**$ 2,624**	**$ 132**	***5.0 %***	**$ 164**	**$ 296**	***11.3 %***	**$ 65**	***2.5%***	**$ 11**	***3.7%***

[1] The three months ended December 31, 2020 excluded items consists of $21 million of non-cash impairment charge primarily related to an indefinite-lived intangible asset in the Learning and Development segment; $20 million of acquisition amortization costs; $12 million of restructuring and restructuring-related charges; $4 million of fees for certain legal proceedings; $1 million of transaction-related costs and $1 million related to Argentina hyperinflationary adjustment.

[2] The three months ended December 31, 2019 excluded items consists of $75 million of impairment charges for goodwill and other intangible assets; $34 million of acquisition amortization costs; cumulative depreciation and amortization catch-up of $15 million related to the inclusion of the Commercial Business in continuing operations; $20 million of restructuring and restructuring-related charges; $12 million related to a product recall; $5 million of transaction-related costs; $2 million of Argentina hyperinflationary adjustment and $1 million of fees for certain legal proceedings.

**NM - NOT MEANINGFUL*

NEWELL BRANDS INC.

RECONCILIATION OF GAAP AND NON-GAAP INFORMATION (UNAUDITED)

FINANCIAL WORKSHEET - SEGMENT REPORTING

(Amounts in millions)

	Twelve Months Ended December 31, 2020						Twelve Months Ended December 31, 2019						Year over year changes			
													Net Sales		Proforma Operating Income (Loss)	
	Net Sales	Reported Operating Income (Loss)	Reported Operating Margin	Excluded Items [1]	Normalized Operating Income (Loss)	Normalized Operating Margin	Net Sales	Reported Operating Income (Loss)	Reported Operating Margin	Excluded Items [2] [3]	Proforma Operating Income (Loss) [3]	Proforma Operating Margin [3]	$	%	$	%
APPLIANCES AND COOKWARE	$ 1,706	$ (217)	*(12.7)%*	$ 309	$ 92	*5.4 %*	$ 1,692	$ (535)	*(31.6)%*	$ 614	$ 79	*4.7%*	$ 14	*0.8 %*	$ 13	*16.5%*
COMMERCIAL SOLUTIONS	1,859	(85)	*(4.6)%*	335	250	*13.4 %*	1,779	(136)	*(7.6)%*	365	229	*12.9%*	80	*4.5 %*	21	*9.2%*
HOME SOLUTIONS	1,971	(12)	*(0.6)%*	348	336	*17.0 %*	1,875	(17)	*(0.9)%*	213	196	*10.5%*	96	*5.1 %*	140	*71.4%*
LEARNING AND DEVELOPMENT	2,557	362	*14.2 %*	111	473	*18.5 %*	2,956	588	*19.9 %*	45	633	*21.4%*	(399)	*(13.5)%*	(160)	*(25.3)%*
OUTDOOR AND RECREATION	1,292	(418)	*(32.4)%*	507	89	*6.9 %*	1,413	(64)	*(4.5)%*	171	107	*7.6%*	(121)	*(8.6)%*	(18)	*(16.8)%*
CORPORATE	—	(243)	*— %*	41	(202)	*— %*	—	(291)	*— %*	96	(195)	*—%*	—	*— %*	(7)	*(3.6)%*
RESTRUCTURING	—	(21)	*— %*	21	—	*— %*	—	(27)	*— %*	27	—	*—%*	—	*— %*	—	*—%*
	$ 9,385	**$ (634)**	***(6.8)%***	**$ 1,672**	**$ 1,038**	***11.1 %***	**$ 9,715**	**$ (482)**	***(5.0)%***	**$ 1,531**	**$ 1,049**	***10.8%***	**$ (330)**	***(3.4)%***	**$ (11)**	***(1.0)%***

[1] The twelve months ended December 31, 2020 excluded items consists of $1.5 billion of impairment charges primarily for goodwill, intangible assets and other assets; $99 million of acquisition amortization costs; $44 million of restructuring and restructuring-related charges; $16 million of fees for certain legal proceedings; $4 million of Argentina hyperinflationary adjustment; $4 million of transaction-related costs and $2 million related to a product recall.

[2] The twelve months ended December 31, 2019 excluded items consists of $1.2 billion of impairment charges primarily for goodwill and other intangible assets; $131 million of acquisition amortization costs; $82 million of restructuring and restructuring-related charges; cumulative depreciation and amortization catch-up of $55 million related to the inclusion of the Commercial Business in continuing operations; $30 million of transaction related costs; $20 million related to a product recall; $8 million fees for certain legal proceedings and $5 million Argentina hyperinflationary adjustment.

[3] Normalized proforma operating income (loss) and margin reflect an adjustment within excluded items for depreciation and amortization expense of $23 million related to Commercial Business in the Commercial Solutions segment that would have been recorded had they been continuously classified as held and used for the twelve months ended December 31, 2019.

NEWELL BRANDS INC.

RECONCILIATION OF GAAP AND NON-GAAP INFORMATION (UNAUDITED)

CORE SALES ANALYSIS BY SEGMENT

(Amounts in millions)

	Three Months Ended December 31, 2020					Three Months Ended December 31, 2019			Increase (Decrease) Core Sales	
	2020 Net Sales (REPORTED)	Acquisitions, Divestitures and Other, Net [2]	Net Sales Base Business	Currency Impact [3]	2020 Core Sales [1]	2019 Net Sales (REPORTED)	Divestitures and Other, Net [2]	2019 Core Sales [1]	$	%
APPLIANCES AND COOKWARE	$ 577	$ —	$ 577	$ 17	$ 594	$ 570	$ —	$ 570	$ 24	4.2 %
COMMERCIAL SOLUTIONS	498	—	498	(2)	496	436	—	436	60	13.8 %
HOME SOLUTIONS	695	(1)	694	(6)	688	648	(36)	612	76	12.4 %
LEARNING AND DEVELOPMENT	670	(1)	669	(7)	662	702	(25)	677	(15)	(2.2) %
OUTDOOR AND RECREATION	249	—	249	2	251	268	3	271	(20)	(7.4) %
	$ 2,689	**$ (2)**	**$ 2,687**	**$ 4**	**$ 2,691**	**$ 2,624**	**$ (58)**	**$ 2,566**	**$ 125**	**4.9 %**

CORE SALES ANALYSIS BY GEOGRAPHY

	Three Months Ended December 31, 2020					Three Months Ended December 31, 2019			Increase (Decrease) Core Sales	
	2020 Net Sales (REPORTED)	Acquisitions, Divestitures and Other, Net [2]	Net Sales Base Business	Currency Impact [3]	2020 Core Sales [1]	2019 Net Sales (REPORTED)	Divestitures and Other, Net [2]	2019 Core Sales [1]	$	%
NORTH AMERICA	$ 1,892	$ (2)	$ 1,890	$ (1)	$ 1,889	$ 1,862	$ (58)	$ 1,804	$ 85	4.7 %
EUROPE, MIDDLE EAST, AFRICA	405	—	405	(20)	385	377	—	377	8	2.1 %
LATIN AMERICA	215	—	215	34	249	221	—	221	28	12.7 %
ASIA PACIFIC	177	—	177	(9)	168	164	—	164	4	2.4 %
	$ 2,689	**$ (2)**	**$ 2,687**	**$ 4**	**$ 2,691**	**$ 2,624**	**$ (58)**	**$ 2,566**	**$ 125**	**4.9 %**

[1] "Core Sales" provides a consistent basis for year-over-year comparisons in sales as it excludes the impacts of acquisitions, completed divestitures, retail store openings and closings, changes in foreign currency.

[2] Divestitures include the exit of the North American distributorship of Uniball® Products, current and prior period net sales from retail store closures (consistent with standard retail practice), disposition of the foamboards business and exit from Home Fragrance fundraising business.

[3] "Currency Impact" represents the effect of foreign currency on 2020 reported sales and is calculated by applying the 2019 average monthly exchange rates to the current year local currency sales amounts (excluding acquisitions and divestitures) and comparing to 2020 reported sales.

NEWELL BRANDS INC.

RECONCILIATION OF GAAP AND NON-GAAP INFORMATION (UNAUDITED)

CORE SALES ANALYSIS BY SEGMENT

(Amounts in millions)

	Twelve Months Ended December 31, 2020					Twelve Months Ended December 31, 2019			Increase (Decrease) Core Sales	
	2020 Net Sales (REPORTED)	Acquisitions, Divestitures and Other, Net [2]	Net Sales Base Business	Currency Impact [3]	2020 Core Sales [1]	2019 Net Sales (REPORTED)	Divestitures and Other, Net [2]	2019 Core Sales [1]	$	%
APPLIANCES AND COOKWARE	$ 1,706	$ —	$ 1,706	$ 77	$ 1,783	$ 1,692	$ —	$ 1,692	$ 91	5.4 %
COMMERCIAL SOLUTIONS	1,859	—	1,859	18	1,877	1,779	(1)	1,778	99	5.6 %
HOME SOLUTIONS	1,971	(3)	1,968	(4)	1,964	1,875	(57)	1,818	146	8.0 %
LEARNING AND DEVELOPMENT	2,557	(10)	2,547	5	2,552	2,956	(86)	2,870	(318)	(11.1)%
OUTDOOR AND RECREATION	1,292	1	1,293	12	1,305	1,413	16	1,429	(124)	(8.7)%
	$ 9,385	**$ (12)**	**$ 9,373**	**$ 108**	**$ 9,481**	**$ 9,715**	**$ (128)**	**$ 9,587**	**$ (106)**	**(1.1)%**

CORE SALES ANALYSIS BY GEOGRAPHY

	Twelve Months Ended December 31, 2020					Twelve Months Ended December 31, 2019			Increase (Decrease) Core Sales	
	2020 Net Sales (REPORTED)	Acquisitions, Divestitures and Other, Net [2]	Net Sales Base Business	Currency Impact [3]	2020 Core Sales [1]	2019 Net Sales (REPORTED)	Divestitures and Other, Net [2]	2019 Core Sales [1]	$	%
NORTH AMERICA	$ 6,673	$ (12)	$ 6,661	$ 4	$ 6,665	$ 6,920	$ (124)	$ 6,796	$ (131)	(1.9)%
EUROPE, MIDDLE EAST, AFRICA	1,394	—	1,394	(22)	1,372	1,398	(1)	1,397	(25)	(1.8)%
LATIN AMERICA	657	—	657	134	791	702	(3)	699	92	13.2 %
ASIA PACIFIC	661	—	661	(8)	653	695	—	695	(42)	(6.0)%
	$ 9,385	**$ (12)**	**$ 9,373**	**$ 108**	**$ 9,481**	**$ 9,715**	**$ (128)**	**$ 9,587**	**$ (106)**	**(1.1)%**

[1] "Core Sales" provides a consistent basis for year-over-year comparisons in sales as it excludes the impacts of acquisitions, completed divestitures, retail store openings and closings, changes in foreign currency.

[2] Divestitures include the exit of the North American distributorship of Uniball® Products, current and prior period net sales from retail store closures (consistent with standard retail practice), disposition of the foamboards business, exit from Home Fragrance fundraising business and impact of customer returns related to a product recall in the Outdoor and Recreation segment.

[3] "Currency Impact" represents the effect of foreign currency on 2020 reported sales and is calculated by applying the 2019 average monthly exchange rates to the current year local currency sales amounts (excluding acquisitions and divestitures) and comparing to 2020 reported sales.

NEWELL BRANDS INC.
RECONCILIATION OF GAAP AND NON-GAAP INFORMATION (UNAUDITED)
NET DEBT AND FREE CASH FLOW RECONCILIATION

(Amounts in millions)

	December 31, 2020	December 31, 2019	$ Change
FREE CASH FLOW RECONCILIATION:			
Net cash provided by operating activities	$ 1,432	$ 1,044	
Capital expenditures	(259)	(265)	
FREE CASH FLOW [1]	**$ 1,173**	**$ 779**	**$ 394**
FREE CASH FLOW PRODUCTIVITY [2]	**154 %**	**108 %**	

[1] Free cash flow is defined as net cash provided by operating activities, less capital expenditures.
[2] Free cash flow productivity is defined as the ratio of free cash flow to normalized net income.

NEWELL BRANDS INC.

RECONCILIATION OF GAAP AND NON-GAAP INFORMATION (UNAUDITED)

NET DEBT TO NORMALIZED EBITDA FROM CONTINUING OPERATIONS RECONCILIATION

(Amounts in millions)

	December 31, 2020	December 31, 2019
NET DEBT RECONCILIATION:		
Short-term debt and current portion of long-term debt	$ 466	$ 332
Long-term debt	5,141	5,391
Gross debt	5,607	5,723
Less: Cash and cash equivalents	981	349
NET DEBT [1]	**$ 4,626**	**$ 5,374**
Income (loss) from continuing operations	$ (770)	$ 186
Normalized items [2]	1,530	491
PROFORMA NORMALIZED INCOME FROM CONTINUING OPERATIONS	760	677
Proforma normalized income tax [3]	(10)	59
Interest expense, net	274	303
Proforma normalized depreciation and amortization [4]	245	251
Stock-based compensation [5]	41	42
NORMALIZED EBITDA FROM CONTINUING OPERATIONS	**$ 1,310**	**$ 1,332**
NET DEBT TO NORMALIZED EBITDA FROM CONTINUING OPERATIONS LEVERAGE RATIO [6]	**3.5 x**	**4.0 x**

[1] The Company defines net debt as gross debt less the total of cash and cash equivalents. The Company believes net debt is meaningful to investors as it considers net debt and its components to be an important indicator of liquidity and a guiding measure of capital structure strategy.

[2] Refer to "Reconciliation of GAAP and Non-GAAP Information (Unaudited) - Certain Line Items" for the twelve months ended December 31, 2020 and 2019 for further information and disclosures on normalized items excluded from income (loss) from continuing operations.

[3] Refer to "Reconciliation of GAAP and Non-GAAP Information (Unaudited) - Certain Line Items" for the twelve months ended December 31, 2020 and 2019 for further information and disclosures on normalized items excluded from income tax provision (benefits).

[4] Proforma Normalized Depreciation and Amortization excludes from GAAP depreciation and amortization for the twelve months ended December 31, 2020, the following items: (a) acquisition amortization expense of $99 million associated with intangible assets recognized in purchase accounting (b) accelerated depreciation and amortization costs of $13 million associated with restructuring activities. Refer to "Reconciliation of GAAP and Non-GAAP Information (Unaudited) - Certain Line Items" for the twelve months ended December 31, 2020 for further information. Proforma Normalized Depreciation and Amortization excludes from GAAP depreciation and amortization for the twelve months ended December 31, 2019, the following items: (c) acquisition amortization expense of $131 million associated with intangible assets recognized in purchase accounting; (d) cumulative depreciation and amortization cost of $32 million related to the inclusion of the Commercial Business in continuing operations; (e) accelerated depreciation and amortization costs of $32 million associated with restructuring activities. Refer to "Reconciliation of GAAP and Non-GAAP Information (Unaudited) - Certain Line Items" for the twelve months ended December 31, 2019 for further information.

[5] Represents non-cash expense associated with stock-based compensation from continuing operations.

[6] The Net Debt to Normalized EBITDA from continuing operations leverage ratio is defined as Net Debt divided by Normalized EBITDA from continuing operations. The Company's debt has certain financial covenants such as debt to equity ratio and interest coverage ratio; however the Net Debt to Normalized EBITDA from continuing operations leverage ratio is used by management as a liquidity measure and is not prescribed in the Company's debt covenants.

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