

Newell Brands Corporate Review

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Newell Company Overview

At A Glance

100+
brands

29,000
employees

\$10.6B
2021 net sales

227
sites around
the world

35%
international sales

7
Operating
Business Units



Writing

We are the global leader in writing instruments with a product portfolio including Sharpie® markers, pens, highlighters and pencils, Paper Mate® pens and pencils, Prismacolor® art supplies, Elmer's® glue, Dymo® labeling tools, Parker® fine writing tools, and Expo® dry erase markers and accessories.



Food

Our Food Business is comprised of leading brands used in and around the home, including Rubbermaid® and Sistema® food and beverage storage solutions, FoodSaver® home vacuum-packaging machines, Ball® food preservation products and Calphalon® premium cookware.



Home Fragrance

Our Home Fragrance brands fill homes across the globe with inspiring, long-lasting scents. Season after season, our Yankee Candle® Chesapeake Bay Candle®, WoodWick® and Friday Collective™ brands bring moments of joy to our consumers' lives around the world.



Commercial

The products within our Commercial Business are used to meet the challenging demands of commercial facilities and businesses around the globe, while promoting sustainability as a leader in the commercial cleaning industry. The business includes our Rubbermaid Commercial Products®, Mapa®, Spontex® and Quickie® brands.



Baby

Our Baby brands represent the highest commitment to quality, comfort and safety. Our Aprica®, Baby Jogger®, Graco®, NUK®, Tigex® and Century™ products help parents and children worldwide, ensuring safe and healthy development.



Outdoor & Recreation

Our popular Coleman®, Marmot®, Contigo® and bubba® brands maximize consumers' enjoyment of the outdoors and promote an active daily life.



Home Appliances

Our Home Appliances brands enhance consumers' lives in the kitchen and beyond, including Crockpot® slow cookers, Mr. Coffee® coffeemakers, countertop essentials from Oster® and Sunbeam® pain management items such as heating pads and other appliances.

Our Brands

Business Units

Home Appliances

Outdoor & Recreation

Baby

Commercial

Home Fragrance

Food

Writing



Brands



Main Products Categories looking for Nearshoring

Outdoor & Recreation

<u>Products</u>	<u>Styles</u>	<u>SKUS</u>	<u>Annual Units</u>
Burning Appliances			
• Grills	7	17	140,000
• Stoves	8	8	400,000



Home Appliances

<u>Products</u>	<u>Styles</u>	<u>SKUS</u>	<u>Annual Units</u>
Rice Cookers	5	5	100,000
Crock Pots	7	64	3,000,000
Coffee Makers	5	5	1,200,000
Air Fryers	5	5	450,000
Air Filtration	5	5	100,000



O&R Products & Priorities

Nearshoring – Phase 1:

<u>Description</u>	<u>Styles</u>	<u>SKUS</u>	<u>Annual Units</u>
ROADTRIP 285 SU GRILL	1	5	50 – 60K
CLASSIC 2 BURNER STOVE PPN	1	1	230-300K



Nearshoring – Phase 2:

<u>Products</u>	<u>Styles</u>	<u>SKUS</u>	<u>Annual Units</u>
Burning Appliances			
• Grills	7	17	140K
• Stoves	8	8	400K

Q&A – Next steps

