

Newell Brands Corporate Review.- NEARSHORING

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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

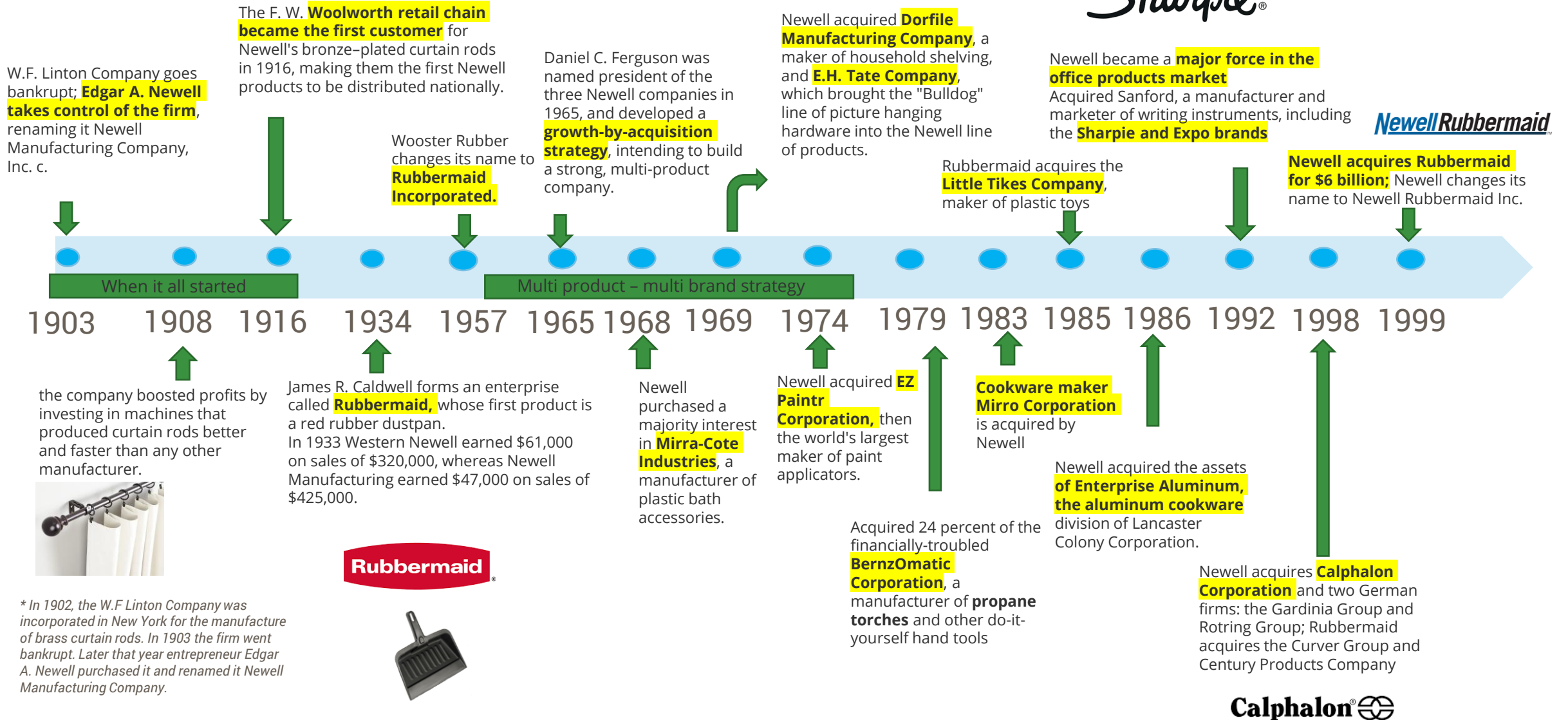
Our popular Coleman®, Marmot®, Contigo® and bubba® brands maximize consumers' enjoyment of the outdoors and promote an active daily life.



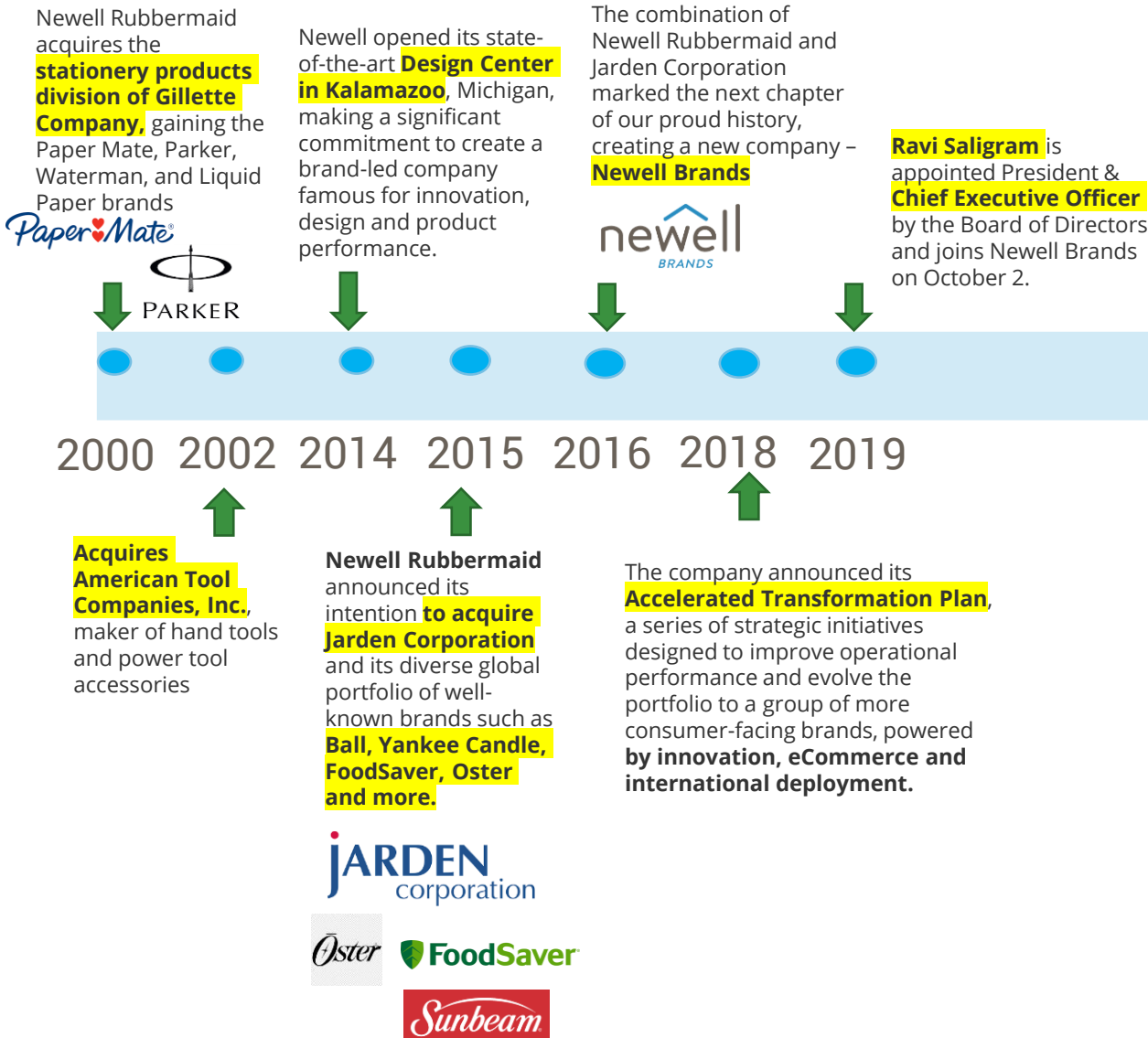
Home Appliances

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.

Newell Brands + 100 Years history.....



.....And exciting future for the next 100....



Our Brands

Business Units

Home Appliances

Outdoor & Recreation

Baby

Commercial

Home Fragrance

Food

Writing

Brands

newell
BRANDS

CROCK-POT
-THE ORIGINAL SLOW COOKER-

Mr. Coffee
EST. 1970

Oster

Sunbeam

bubba:

CAMPINGAZ

Coleman

contigo

Marmot

STEARNS

EXOFFICIO

Aprica

baby jogger

GRACO

NUK

century

Tigex

Rubbermaid
Commercial Products

Rubbermaid

Quickie

Spontex

MAPA
PROFESSIONAL

CHESAPEAKE BAY CANDLE

FRIDAY
COLLECTIVE

WoodWick
—crackles as it burns—

YANKEE
CANDLE

Rubbermaid

Ball

FoodSaver

Calphalon

sistema

BERNARDIN

DYMO

ELMER'S

EXPO

Mr. Scent
Scented

Paper Mate

Krazy
GLUE

PARKER
EST. 1838

PRISMACOLOR

Reynolds

rotring
Germany 1928

Sharpie

WATERMAN
PARIS

X-ACTO

newell
BRANDS

Sourcing LATAM – Category Management Team



Supplier Profile – Newell Business Requirements

- **Procurement Assessment**
 - Able to provide budgetary quotes to assess feasibility of Nearshoring
 - Able to work on reverse Engineering & propose alternate specs or materials
 - Establish a Contract with Newell (LTA & NDA)
 - Competitive Price
 - Able to grow: Invest in additional capacity when needed - Have LATAM footprint
- **Quality Audit**
- **Financial Audit**
 - Rapid Ratings survey
- **Social Compliance**
 - Responsible Sourcing
- **Logistics**
 - CTPAT (desired)
 - Able to manage export programs (virtual) and deliver to border (normally Laredo)

Product Priorities for Nearshoring

Outdoor & Recreation

<u>Products</u>	<u>Styles</u>	<u>SKUS</u>	<u>Annual Units</u>
Road Trip Grill	1	5	50,000
2 Burner Stove	1	1	300,000
Plastic Container	4	20	4,000,000
STS Container	3	15	3,000,000
Hard Coolers	3	9	250,000
Hard Coolers (Convoy*)	2	4	40,000
Cast Iron	3	3	100,000
Soft Coolers	4	12	350,000
5&10 Gal Jugs	2	2	150,000

Chairs
Canopy
Tent

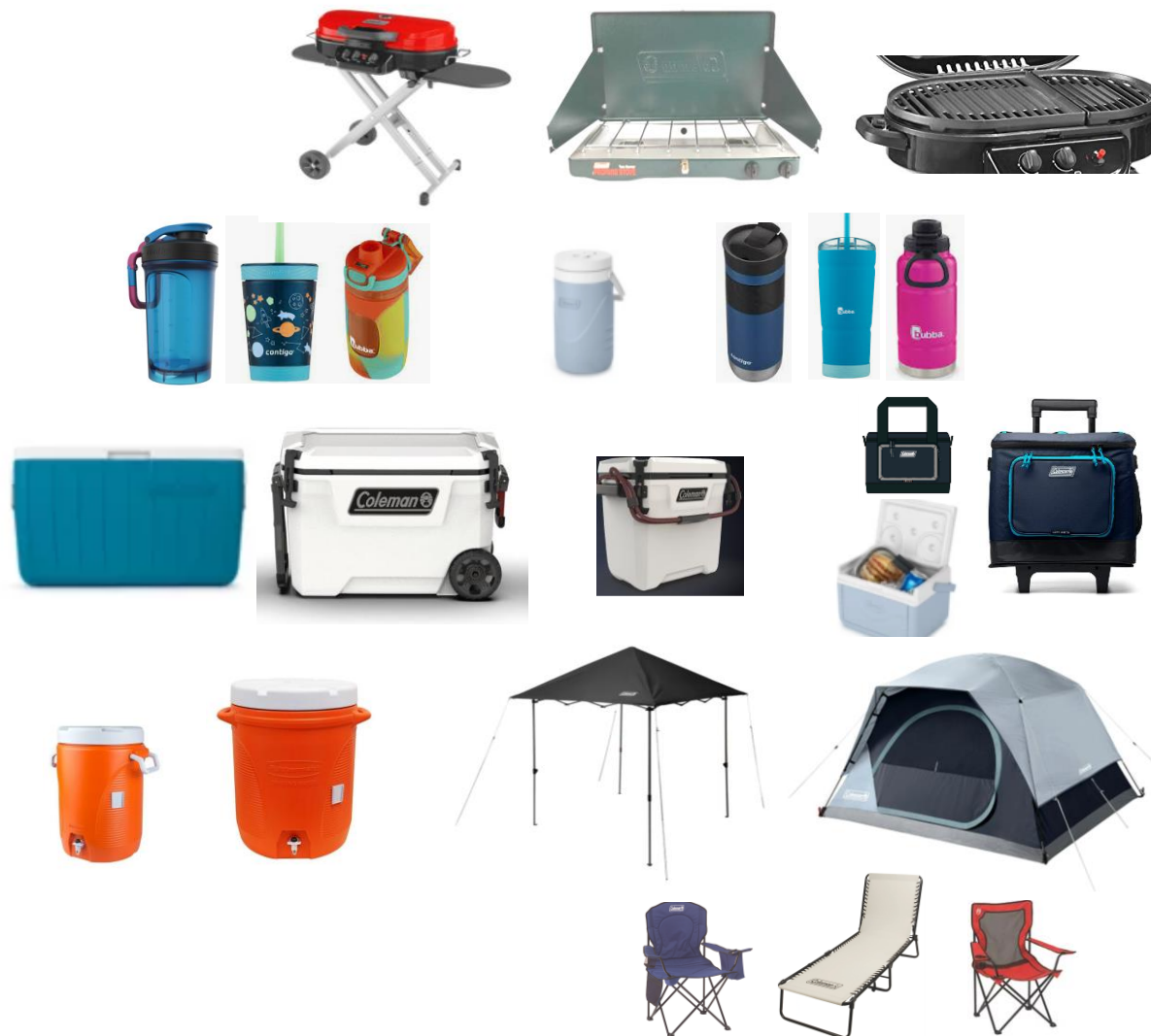
TBD

TOTAL

20

68

8,240,000



Product Priorities for Nearshoring

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



Food

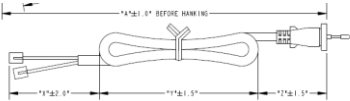
<u>Products</u>	<u>Styles</u>	<u>SKUS</u>	<u>Annual Units</u>
Dish drainer	2	10	1,100,000
Water dispenser	1	2	100,000



Components Priorities for Nearshoring

Project Name	Image	COO	EAU / Annual spend
Agitator shaft		USA	9M / \$0.9M
Motor shaft		USA	800K lbs / \$0.9M usd
Elastomers		China	480K / \$1.6M
Springs		USA	324M / \$1.7M

Components Priorities for Nearshoring

Project Name	Image	COO	EAU / Business value
Die Cast & Chrome		China	1M/ \$6M
Diaphragm		USA	10M/ \$4.0M
Power Cords		China	9M / \$3.6M
Motor Lamination		China	12M / \$9M

Q&A – Next steps

