Edgewell Personal Care to Highlight Strategy for Growth and Value Creation

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Company to Provide Update at Barclays Global Consumer Staples Conference

SHELTON, Conn., Sept. 5, 2018 /PRNewswire/ -- Edgewell Personal Care Company (NYSE: EPC) is presenting today at the Barclays Global Consumer Staples Conference regarding the Company's overall strategy, key initiatives, financial results and priorities. A copy of the presentation is available on the investor relations page of the Edgewell Personal Care website at **http://ir.edgewell.com**. Highlights of the presentation include:

- **Edgewell is well-positioned for the future, with a portfolio of competitive and profitable brands.** Since the launch of Edgewell as a standalone publicly-listed company in July 2015, the Company's Core Wet Shave and Sun Care brands have gained market share in challenging categories. Edgewell is focused on launching innovative new products while executing on its strategic growth initiatives. These include growing sales and market share in e-retail and growth channels, expanding the Company's international footprint, building e-commerce and digital capabilities, and entering new growth categories through M&A.
- **Edgewell is implementing Project Fuel to enhance shareholder value.** Project Fuel is an enterprise-wide initiative to transform the Company's business and cost structure. The Company expects to achieve $225 million in annual gross savings by the end of fiscal 2021 to fund growth, transformation and margin expansion. Reinvestment priorities include repositioning and growing Wet Shave, accelerating Sun and Skin Care growth, international expansion, and driving e-commerce and digital across the portfolio.
- **Edgewell's strengthened Board and management team are focused on execution and value creation.** Five new directors have been appointed to the Edgewell Board in the past three years, including two recent additions, Joe O'Leary and Gary Waring, who will be joining effective October 1, 2018. For the release announcing their appointments, see http://ir.edgewell.com/news-and-events. Edgewell has also strengthened its management team with key leadership changes over the past 16 months, including new appointments in marketing, e-commerce, operations and supply chain. Edgewell's Board and management team have the experience and skills to successfully execute the Company's strategy and have been and will remain open minded and committed to taking actions in the best interest of the Company and its stakeholders.
- **Edgewell's annual strategic plan process included a comprehensive review of the business.** The Board and management team, with the assistance of external advisors, conducted a comprehensive review of Edgewell's business segments in light of rapidly changing consumer, competitive and retail trends and their potential impact on future results. After assessing all value creation opportunities, the Board and management team concluded that Project Fuel is the best path to drive value creation for all stakeholders.

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David Hatfield, Edgewell's Chief Executive Officer, President and Chairman of the Board, said, "At Edgewell, we are passionate about bringing compelling innovation to consumers and delivering category solutions for our customers, and we remain dedicated to creating value for all of our stakeholders. To that end, the Board and management team, with the assistance of external advisors, undertook a comprehensive review of our business segments and our overall strategy, and considered a broad range of opportunities to enhance shareholder value. Through this review, we determined that Project Fuel is the best path forward for the Company. We have a strong foundation built on a portfolio of competitive and profitable brands, and through Project Fuel, we will have the capabilities and resources needed to execute on our strategy and achieve our objectives."

About Edgewell Personal Care

Edgewell is a leading pure-play consumer products company with an attractive, diversified portfolio of established brand names such as Schick® and Wilkinson Sword® men's and women's shaving systems and disposable razors; Edge® and Skintimate® shave preparations; Playtex®, Stayfree®, Carefree® and o.b.® feminine care products; Banana Boat® and Hawaiian Tropic® sun care products; Playtex® infant feeding; Diaper Genie®; Bulldog® and Jack Black® male skin care and grooming products; and Wet Ones® moist wipes. The Company has a broad global footprint and operates in more than 50 markets, including the U.S., Canada, Mexico, Germany, Japan and Australia, with approximately 6,000 employees worldwide.

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