

Non-GAAP Financial Measures Used in Kimberly-Clark Corporation's Barclays Back-to-School Consumer Conference (September 2014)

In Kimberly-Clark Corporation's presentation at Barclays Back-to-School conference in September 2014, the following financial measures have not been calculated in accordance with generally accepted accounting principles in the U.S., or GAAP, and are therefore referred to as non-GAAP financial measures ("non-GAAP measures"):

- adjusted earnings and earnings per share
- adjusted gross and operating profit
- adjusted return on invested capital
- adjusted dividend payout
- organic net sales

These non-GAAP measures exclude certain items that are included in the company's earnings and earnings per share, gross and operating profit and margin, return on invested capital ("ROIC"), dividend payout and net sales calculated in accordance with GAAP. A detailed explanation of each of the adjustments to the comparable GAAP financial measures is given below.

Kimberly-Clark provides these non-GAAP measures as supplemental information to our GAAP financial measures. Management and the company's Board of Directors use these non-GAAP measures to (a) evaluate the company's historical and prospective financial performance and its performance relative to its competitors, (b) allocate resources and (c) measure the operational performance of the company's business units and their managers. Additionally, the Management Development and Compensation Committee of the company's Board of Directors uses certain of these non-GAAP measures when setting and assessing achievement of incentive compensation goals. These goals are based, in part, on the company's adjusted earnings per share and improvement in the company's adjusted return on invested capital and adjusted operating profit return on sales determined by excluding certain of the charges and credits that are used in calculating these non-GAAP measures.

We calculate the non-GAAP measures by excluding from the comparable GAAP measure some or all of the following:

- *Transaction and related costs for the company's potential spin-off of its health care business.* In November 2013, the company announced that it was pursuing a tax-free spin-off of its health care business. As a result, the company is incurring incremental costs to evaluate, plan and execute the transaction. In addition, the company has incurred charges related to streamlining its health care glove manufacturing footprint in order to improve its ongoing cost and competitive position.
- *Charge related to regulatory dispute in the Middle East.* In the first quarter of 2014, the company recorded a non-deductible charge as a result of an adverse court ruling regarding the treatment of capital contributions in prior years to a majority-owned affiliate in the Middle East.
- *Western and Central Europe strategic changes and related restructuring charges.* In 2012, the company approved strategic changes related to its Western and Central European consumer and professional businesses to focus its resources on stronger market positions and growth opportunities. The restructuring is expected to be completed by December 31, 2014.
- *Balance sheet remeasurement charge due to devaluation of Venezuelan bolivar.* In 2013, the company recorded a charge for the remeasurement of the local currency-denominated balance sheet due to the February 2013 devaluation of the Venezuelan bolivar.
- *Pulp and tissue restructuring charges.* In 2011 and 2012, the company executed pulp and tissue restructuring actions to exit its remaining integrated pulp manufacturing operations and improve the underlying profitability and return on invested capital of its consumer tissue and K-C Professional businesses. The restructuring actions were substantially completed by December 31, 2012.
- *Non-deductible business tax charge in Colombia due to legislative change.* The company recorded a non-deductible charge in 2011 as a result of legislation in Colombia that changed the manner in which certain business taxes in that country are assessed. This assessment covers the period from 2011 through 2014 and impacted results for both our consolidated operations and our equity company in Colombia.
- *Adoption of highly inflationary accounting in Venezuela.* The company recorded a one-time after-tax loss in 2010 for the remeasurement of the local currency balance sheet in Venezuela as a result of the adoption of highly inflationary accounting in that country effective January 1, 2010.
- *Strategic cost reduction plan.* In July 2005, the company authorized a strategic cost reduction plan aimed at streamlining manufacturing and administrative operations,

primarily in North America and Europe. The strategic cost reduction plan commenced in the third quarter of 2005 and was completed by December 31, 2008.

- *Extraordinary loss.* In 2008, the company restructured contractual arrangements of two financing entities, which resulted in the consolidation of these two entities. As a result of the consolidation, notes receivable and loan obligations held by these entities were included in long-term notes receivable and long-term debt on the company's consolidated balance sheet. Because the fair value of the loans exceeded the fair value of the notes receivable, the company recorded an after-tax extraordinary loss.
- *Gain on litigation settlement.* In 2007, the company received proceeds from the settlement of litigation related to prior years' operations in Latin America.
- *Gain on sale of business.* In the fourth quarter of 2006, the company's equity affiliate, Kimberly-Clark de Mexico, S.A. de C.V. sold its pulp and paper business and recorded an after-tax gain.
- *American Jobs Creation Act of 2004 charges.* During 2005, the company recorded non-recurring charges associated with repatriation of earnings from its non-U.S. subsidiaries under the provisions of the Act.
- *Cumulative effect of an accounting change.* In the fourth quarter of 2005, the company implemented a new accounting standard for asset retirement obligations and recognized a charge associated with the adoption of this accounting standard.
- *Disposed of operations.* In November 2004, the company spun off its Neenah pulp and paper operations.

In addition, organic net sales exclude the impact of changes in foreign currency exchange rates and lower sales as a result of European strategic changes and pulp and tissue restructuring actions.

These non-GAAP measures are not meant to be considered in isolation or as a substitute for the comparable GAAP measures. There are limitations to these non-GAAP measures because they are not prepared in accordance with GAAP and may not be comparable to similarly titled measures of other companies due to potential differences in methods of calculation and items being excluded. The company compensates for these limitations by using these non-GAAP measures as a supplement to the GAAP measures and by providing the reconciliations of the non-GAAP and comparable GAAP measures. The non-GAAP measures should be read only in conjunction with the company's consolidated financial statements prepared in accordance with GAAP.