2018 Consumer Analyst Group of New York Conference

February 20, 2018

Safe Harbor Statement

Cautionary Statement Regarding Forward-Looking Statements

Certain statements contained herein constitute "forward-looking statements" within the meaning of the Private Securities Litigation Reform Act of 1995. Forward-looking statements are predictions based on expectations and projections about future events and are not statements of historical fact. You can identify forward-looking statements by the use of forward-looking terminology such as "plan", "continue", "expect", "anticipate", "intend", "predict", "project", "estimate", "likely", "believe", "might", "seek", "may", "will", "remain", "potential", "can", "should", "could", "future" and similar expressions, or the negative of those expressions, or similar words or phrases that are predictions of or indicate future events or trends and that do not relate solely to historical facts. You can also identify forward-looking statements by discussions of the Company's strategic initiatives and plans, including, but not limited to, Project Terra, the Company's potential divestiture of its Hain Pure Protein business, and our future performance and results of operations. Such forward-looking statements involve known and unknown risks, uncertainties and other factors which may cause the actual results, levels of activity, performance or achievements of the Company, or industry results, to be materially different from any future results, levels of activity, performance or achievements expressed or implied by such forward-looking statements, and you should not rely on them as predictions of future events. Forward-looking statements depend on assumptions, data or methods that may be incorrect or imprecise and may not be able to be realized. We do not guarantee that the transactions and events described will happen as described (or that they will happen at all). Such factors, include, among others, the Company's beliefs or expectations relating to (i) the Company's guidance for Fiscal Year 2018; (ii) the Company's ability to generate growth and shareholder value; (iii) the potential divestiture of the Hain Pure Protein business, (iv) the results of the Company's SKU rationalization and plan to simplify its brand portfolio; (v) the Company's ability to execute its strategic initiatives and plans for future growth and cost savings, including, but not limited to, Project Terra; (vi) the Company's fiscal year 2020 outlook; and the other risks detailed from time-to-time in the Company's reports filed with the United States Securities and Exchange Commission, including the Annual Report on Form 10-K for the fiscal year ended June 30, 2017, and our quarterly reports. As a result of the foregoing and other factors, the Company cannot provide any assurance regarding future results, levels of activity and achievements of the Company, and neither the Company nor any person assumes responsibility for the accuracy and completeness of these statements. All forward-looking statements contained herein apply as of the date hereof or as of the date they were made and, except as required by applicable law, the Company disclaims any obligation to publicly update or revise any forward-looking statement to reflects changes in underlying assumptions or factors of new methods, future events or other changes.

Non-GAAP Financial Measures

Management believes that the non-GAAP financial measures presented in this presentation, including adjusted gross margin, adjusted earnings per diluted share, EBITDA, and adjusted EBITDA provide useful additional information to investors about current trends in the Company's operations and are useful for period-over-period comparisons of operations. These non-GAAP financial measures should not be considered in isolation or as a substitute for the comparable GAAP measures. In addition, these non-GAAP measures may not be the same as similar measures provided by other companies due to potential differences in methods of calculation and items being excluded. They should be read only in connection with the Company's Consolidated Statements of Income presented in accordance with GAAP. Reconciliations of these non-GAAP financial measures to the comparable GAAP financial measures can be found in the appendix to this presentation.

The Company defines EBITDA as net income (a GAAP measure) before income taxes, net interest expense, depreciation and amortization, equity in earnings of equity method investees, stock based compensation expense and unrealized currency gains. Adjusted EBITDA is defined as EBITDA before acquisition-related expenses, including integration and restructuring charges, and other non-recurring items. The Company's management believes that these presentations provide useful information to management, analysts and investors regarding certain additional financial and business trends relating to its results of operations and financial condition. In addition, management uses these measures for reviewing the financial results of the Company as well as a component of performance-based executive compensation.

Agenda

I Hain Celestial Overview	Irwin D. Simon
II Hain Celestial United States Strategy	Gary W. Tickle
III E-Commerce and Digital Strategy	Julie Bowerman
IV Concluding Remarks	Irwin D. Simon

Hain Celestial Overview

Irwin D. Simon

Founder, President, Chief Executive Officer &
Chairman of the Board

Hain Celestial: 25 Years Strong
To Create and Inspire A Healthier Way of Life™

~$3B	80+	~7,800	38
Net Sales	Countries with Products	Employees	Global Manufacturing Facilities

Disruptor, First-Mover in On-Trend Organic, Natural & Better-For-You Product Categories

Leading Multi-National Brands

~ 95% food products are non-GMO
~ 40% products are organic
~75% of food products have 13 or fewer ingredients

HAIN CELESTIAL™ 25th Anniversary

Healthy Living and the Demand for Organic & Natural Products Has Never Been Stronger

Breadth of Sales Distribution in the U.S. Unlike most CPGs

~ 60% Sales Measured Channels
~ 40% Non-Measured Channels

Non-Measured Should Become Much Bigger Than MULO+C

Geographically Diversified Portfolio

~ 60% Net Sales from U.S.
~ 40% from International

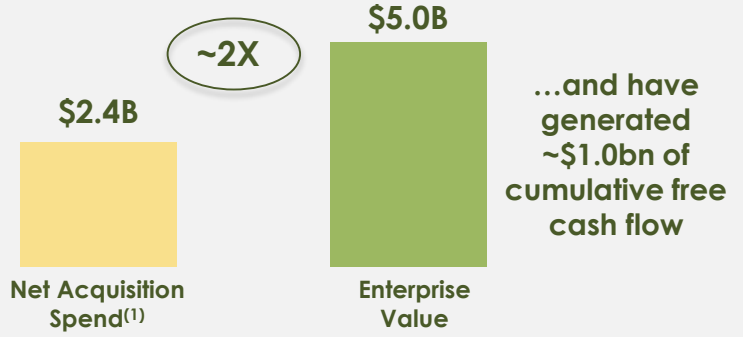
Growth from Both Domestic and International Over Time

Pure-Play Leader in Authentic, On-Trend, Organic, Natural & Better-For-You Brands & Products

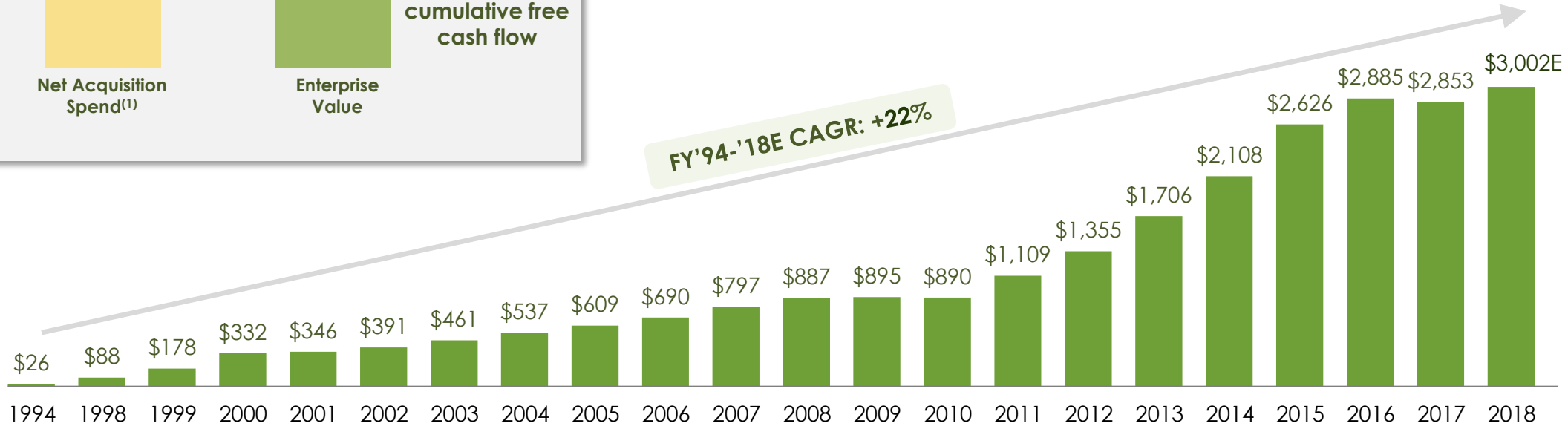
Net Sales for the Fiscal Year Ended June 30, 2017
U.S. product attributes

Built an Advantaged Platform Focused on Health & Wellness Brands & Products Creating Significant Value for Our Shareholders

Cumulative Return Value to Shareholders (FY'94A-'17A)



...and have generated ~$1.0bn of cumulative free cash flow



Selected Acquisitions

Note: Reflects fiscal year net sales in millions. Enterprise Value as of December 31, 2017.
1 Reflects cumulative spend on acquisitions net of proceeds from divestitures.

Focused Strategic Plan to Drive Growth & Shareholder Value

Four-Point Strategic Plan

1. Invest in Top Brands & Capabilities to Grow Globally
2. Expand Project Terra Cost Savings
3. Capital Allocation Return to Shareholders
4. Enhanced Leadership Team to Deliver Strategic Plan

Clear Approach

- We have **assembled an advantaged portfolio** of brands in some of the most exciting & attractive CPG categories
- **Focused on improving efficiency & investing to drive growth** while *expanding margins*
- Continue **to evaluate all opportunities to build platform strength, eliminate complexity & enhance margins**
- **Non-core divestitures** & **tuck-in accretive acquisitions**…
- …however, **primary focus will be core business growth**

Tracking Results

- Building on brand investments & innovation
- Planned divestiture of Hain Pure Protein
- Strategic Tuck-In Acquisitions: Clarks® & Yorkshire Provender® in the U.K. & Better Bean™
- Consolidated operations in the U.S. & U.K., closing two plants
- Strengthened management team/board with CPG industry-related experience

Four-Point Strategic Plan

1 Invest in Top Brands & Capabilities to Grow Globally

1 Today, Hain Celestial is Focused on Core Growth Platforms & Brands Internationally to Fuel Future Growth

$ millions, 1HFY18	Core US Growth Platforms						United Kingdom	Rest of World	Hain Pure Protein	India/ Middle East/ Africa/Asia
	BFY Snacking	Fresh Living	BFY Baby	BFY Pantry	Tea	Pure Personal Care				
Net Sales *% Total*	$534 *36%*						$461 *31%*	$211 *14%*	$278 *19%*	
Adj. EBITDA* *% Margin*	$62 *11.7%*						$44 *9.6%*	$26 *12.2%*	$21 *7.6%*	
Key Brands Resources	Sensible Portions, TERRA, Garden of Eatin'	The Greek Gods, DREAM	Earth's Best Organic	Imagine, Spectrum, MaraNatha	Celestial Seasonings	alba Botanica	Tilda, Ella's Kitchen, Linda McCartney, New Covent Garden Soup Co, Yorkshire Provender	Natumi, Danival, lima, Europe's Best, Yves, Joya, Live clean, DREAM	plainville farms, FreeBird, Empire	Generating Sales with Established Foundation for Tremendous Growth Opportunity

Cultivate Ventures

Health Valley, DeBoles, BluePrint Organic, Tilda, Yves, SunSpire, GG UniqueFiber

Note: 1HFY18 financials in millions. Segment Adjusted EBITDA excludes Corporate Expense of $11mm.
*Refer to the Appendix for a reconciliation to GAAP to Non-GAAP financial measures.

1 Top International Leading Natural, Organic & Better-For-You Brands Driving Hain Celestial

30 Brands Around the World Represent 90% of Branded Sales

1 Leading Natural, Organic & Better-For-You Products Sold to Diverse, Multi-Channel Global Customer Base

- ~ 1,500 SKUs Whole Foods Market
- ~ 800 SKUs at Sprouts Farmers Market
- ~ 900 SKUs at Kroger
- ~ 1,100 SKUs on Amazon
- Walmart Largest Worldwide Customer

- Top Supplier to Sainsbury's and M&S
- Major Supplier to Fast Casual (Chop't, Panera, Pret A Manger)
- Major Supplier of Loblaws Canada
- Major Supplier of European Health Food Stores
- Major Supplier to Future Foods India

Represents number of SKUs authorized across the entire system including regions and banners for each retailer mentioned.

1 Natural, Organic, Better-For-You Products . . . It's All We Do

Attributes of Hain Celestial Brands

- ✓ Food products made from **non-GMO ingredients**
- ✓ **Certified Organic** products, today **40% of our SKUs**
- ✓ **Natural, Clean Ingredients** that are **minimally processed**
- ✓ **No artificial preservatives, colors & flavors**
- ✓ **No trans fat** from hydrogenated oils
- ✓ Primary focus areas are **reduce sodium, fat & sugar**
- ✓ **Clear, accurate** & transparent **on-pack information**

1 We Are a Trend-Setter . . . Our Products Drive Categories . . . In the U.S….

1 …And Internationally

1 We Also Serve an Important Social Mission

In February 2016, **Ella's Kitchen** became only the *second* company to be certified as a B Corp while being part of a publicly traded company.

B Corps are for-profit companies certified by the nonprofit B Lab to meet rigorous standards of **social** and **environmental performance**, **accountability**, and **transparency**.

Ella's

Four-Point Strategic Plan

2 Expand Project Terra Cost Savings

2 Project Terra Cost Savings & Productivity Will Help Fuel Brand Reinvestment & Margin Growth

Expect to realize ~$350M in cost savings through FY2020 while reducing business complexity

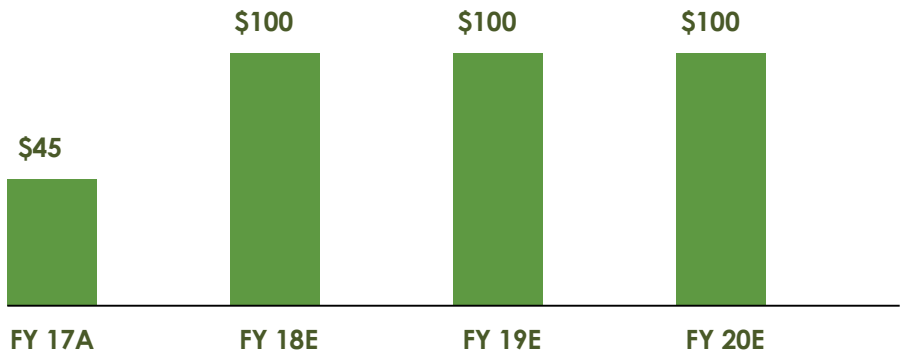
Reinvest savings in strategic growth initiatives

Improve operating margins

Global Productivity Initiatives

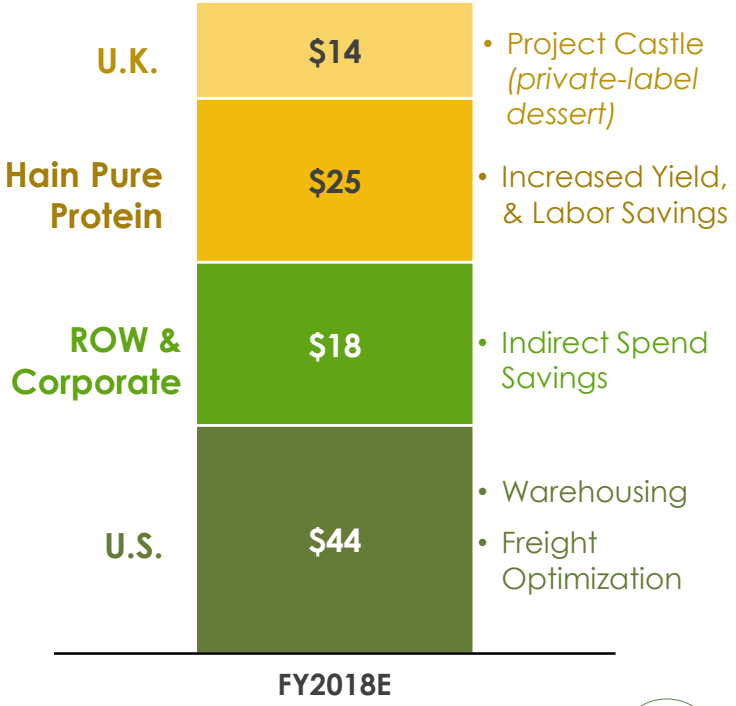
- **Manufacturing:** Plant productivity, co-pack savings, network optimization
- **Logistics** Sourcing & productivity improvements
- **Supply Chain:** Investments to drive efficiencies and lower costs across manufacturing, logistics & planning infrastructure

Expected Incremental Cost Savings Timeline



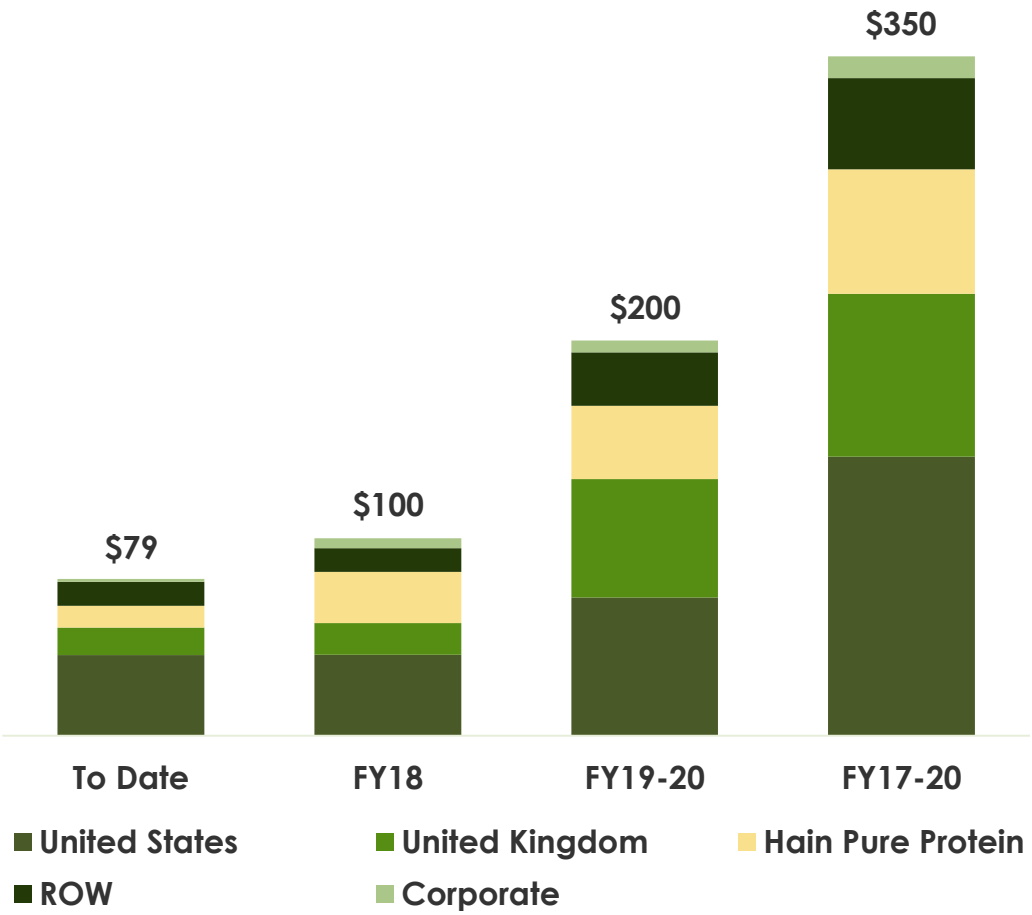
Project Terra Savings

~$35mm
Terra Savings Delivered in 1HFY18



Note: $ in millions.

2 Project Terra Results & Targets by Segment



- Recently started **working with Alix Partners, a leading consulting firm that specializes in implementing cost savings.**
- Alix Partners is **supporting** our **efforts** to **accelerate** and **amplify procurement-related savings** by consolidating resources around direct product costs such as ingredients, packaging & co-manufacturers

$ in millions

Four-Point Strategic Plan

3 Capital Allocation Return to Shareholders

3 Intense Focus on Strategic Value Enhancing Initiatives

- Exploring strategic divestiture for Hain Pure Protein business
- Fresh, organic & antibiotic-free protein category remains strong
  - 2QFY18 net sales increased 15% for Plainville Farms®, 17% for FreeBird® & 7% for Empire® Kosher brands as compared to the prior year period
- Highly attractive business with very good growth potential, but non-core to our go-forward strategy
- Opportunity to enhance shareholder value as we position Hain Celestial for future growth

3 Capital Allocation, Return to Shareholders

Investing in Highest Return Opportunities

Review Current Portfolio

- High ROI investments in growth & productivity
- Divest brands & categories that do not meet ROI targets or are no longer a strategic fit

Pursue Strategic Bolt-on Acquisitions

- Target scale & synergies in core platforms
- Maintain pricing discipline

Shareholder Return

- $250M stock repurchase authorization
- Potential dividend or special dividend from asset sales

3 Financial Highlights & FY18 Guidance

- **Financial Highlights 1HFY18**
  - Net Sales $1.5 Billion, a 4% increase
  - Adjusted Gross Margin* 19.7%, 178 basis point increase
  - Adjusted EBITDA* $142.2 Million, a 24% increase

- **Project Terra savings expected to be higher in second half of year**

	FY 2018 Guidance	Comments
Net Sales ($M)	$2,967 to $3,036	~4% to 6% increase versus prior year
Adjusted EBITDA ($M)	$340 to $355	~24% to 29% increase versus prior year
Adjusted EPS	$1.64 to $1.75	-Assumed tax rate of 26% -Estimated interest & other expense of ~$25 million -Estimated depreciation & amortization and stock-based compensation expense of ~$80 million

*Refer to the Appendix for a reconciliation to GAAP to Non-GAAP financial measures.

3 FY2020 Outlook

	FY2020
Net Sales	4% to 6% Increase
Adjusted Gross Margin	~400 to 500 Basis Point Increase
Adjusted EBITDA Margin	14% to 17%

FY2020 Outlook excludes the impact of any future acquisitions or divestitures.

Four-Point Strategic Plan

4 Enhanced Leadership Team to Deliver Strategic Plan

4 Enhanced Leadership Team to Deliver Strategic Plan

Corporate/ Finance/Legal

James Langrock
EVP, Chief Financial Officer
Formerly Monster Worldwide, Motorola

John Carroll
EVP, Project Terra, Global Brands, Categories & New Business Ventures
Formerly H.J. Heinz

Steve Liedtke
SVP, Chief Information Officer
Formerly WhiteWave

Michael McGuinness
SVP, Chief Accounting Officer & Treasurer
Formerly Monster Worldwide, Arthur Andersen

James Presser
SVP, Internal Audit
Formerly Cablevision Systems, Arthur Andersen

Kristy Meringolo
SVP, Senior Litigation Counsel & Chief Compliance Officer
Formerly Avon Products, DLA Piper

US

Gary Tickle
CEO, Hain Celestial North America
Formerly Nestlé for 20+ years (U.S. & International)

Jamie Fay
Chief Customer Officer
Formerly Nature's Path, Danone, Mars

Jay Erskin
Chief Supply Chain Officer
Formerly Chobani, Mars, Kraft

Julie Bowerman
SVP, e-Commerce & Digital Strategy
Formerly Coca-Cola

International

Mark Cuddigan
Managing Director, Ella's Kitchen Europe
Formerly Annabel Karmel, Lovedean Granola, Dormen Food

Bob Baile/Umesh Parmar
Joint Managing Directors, Tilda Limited
Formerly Thakrar Family Ventures/Tilda

Wolfgang Goldenitsch
CEO, Hain Celestial Europe
Formerly Mona Group, Senna

Rajnish Ohri
Managing Director, Tilda Hain IMEA
Formerly Coram, Zeus, Shriam

Beena Goldenberg
CEO, Canada & Cultivate
Formerly Borden Foods Canada & Pillsbury

James Skidmore
CEO, Hain Daniels
Formerly Orchard House Foods, Wellness Foods, Kerry Foods

HPP

Jim Meiers
CEO, Hain Pure Protein
Formerly H.J. Heinz & Kraft Foods

Jeffrey Brown
President, Hain Pure Protein
Formerly CEO of Empire, Ahold, Pennsylvania Department of Labor & Industry

Hain Celestial United States Strategy

Gary W. Tickle

Chief Executive Officer, Hain Celestial North America

This is Our Passion…

…and we are **transforming the U.S. Business.** We have a clear plan in the U.S. to grow, delight our consumers, and **win in the marketplace.**

Strategic Plan to Increase Long-Term Growth & Profitability in the U.S.

Strategies

- **Focus** on top-selling brands & products
- Drive **costs and complexity out of business**
- **Increase strategic investments** & consumer engagement
- Enhance in-market & online retail **activation**

Goals

- ✓ **Net Sales growth in low- to mid-single digits**
- ✓ **Increase market share & household penetration**
- ✓ **Increase operating margins**

Our Top 11 Brands Will Drive Our Future Growth

To Create and Inspire a Healthier Way of Life™

Better-for-You Snacking	Fresh Living	Better-for-You Baby	Better-for-You Pantry	Tea	Pure Personal Care
Sensible Portions	The Greek Gods	Earth's Best Organic	Imagine	Celestial Seasonings	alba Botanica
Terra	Dream		Spectrum		
Garden of Eatin'			MaraNatha		

Our Top 11 brands represent +80% of sales,12 weeks ended December 31, 2017 in both MULO+C & Non-Measured Channels
3 of Top 11 Brands increasing Household Penetration 52 weeks ended December 31, 2017

Source: IRI

Driving Out Costs & Complexity to Fuel Growth

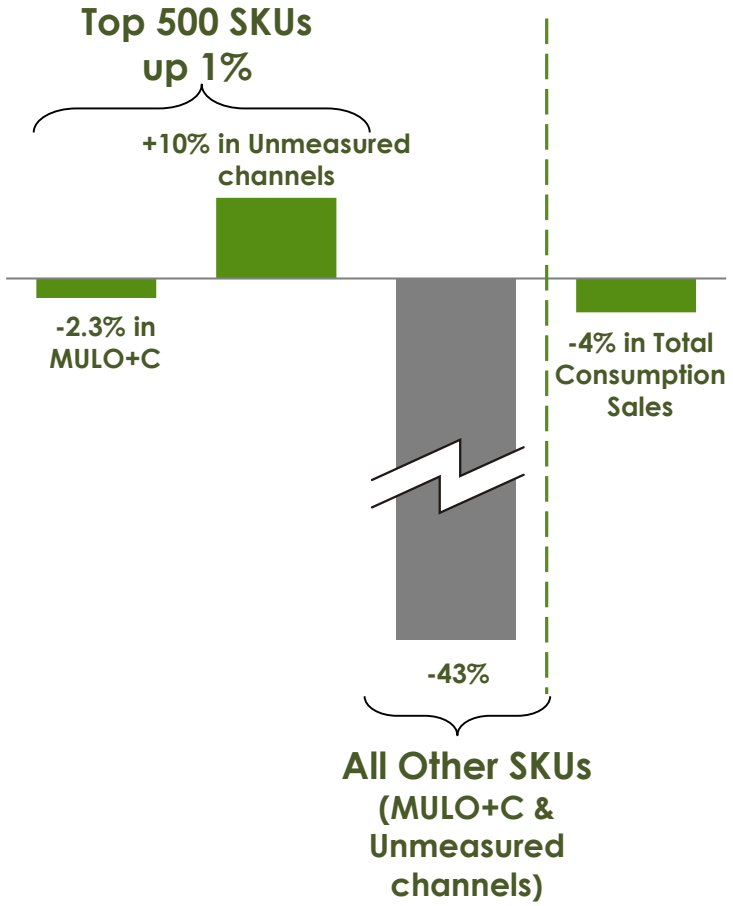
Focus on Top 500 SKUs

- Accounted for 93% of consumption
- Top 500 SKUs growing + low single digits
- Growing 5% in distribution across Natural, MULO, Club, & Amazon last 12 & 52 weeks ended December 31, 2017

Streamline Portfolio, Eliminating ~700+ SKUs

- Short-term drag on top-line growth (110 bps L12wks)
- Reduces planning & manufacturing complexity
- Strategic review of remaining portfolio

Net Consumption Sales Growth – Last 12 Weeks



Source: IRI 12-weeks ended 12-31-17. YoY Consumption Growth $mm.

What Makes the Hain Celestial Model Unique in the U.S.

- ✓ **Top manufacturer/supplier in both MULO and Non-Measured channels for Organic & Natural products**
- ✓ **Largest branded supplier to Whole Foods Market**

  - *60% of consumption in the "measured channel" (MULO+C)*
  - *40% of consumption sales in the "unmeasured channels" (Whole Foods Market, Natural Channel, Club, Specialty & Online)*

The Result:

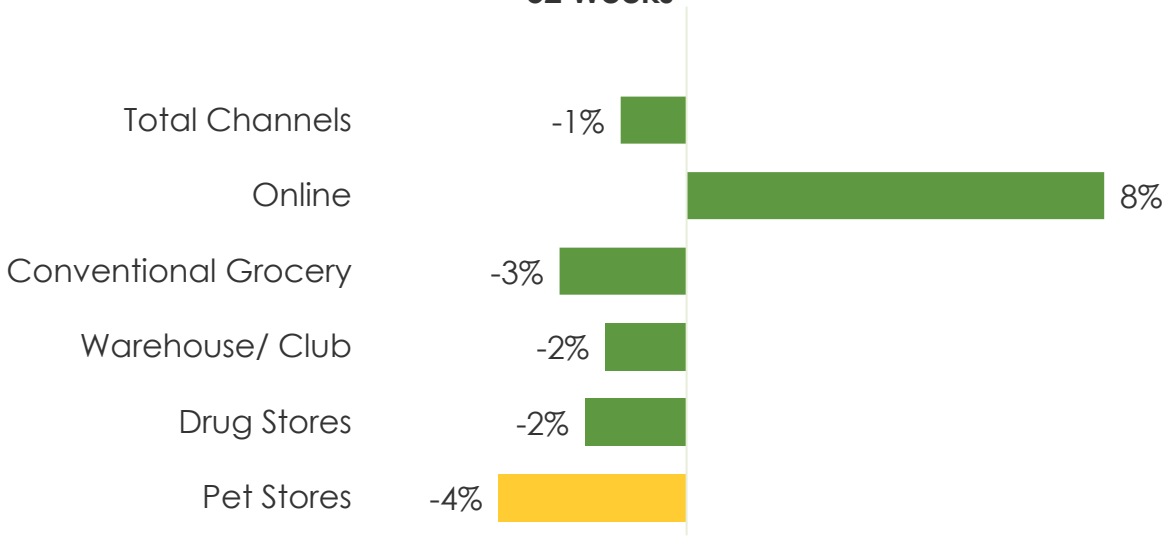
- A unique balance of business . . . we expect this could be 50/50 split between measured/non-measured channels in the next 5 years
- Multiple touch points with the organic & natural shopper across a range of key categories & outlets

We are well positioned to serve the shopper and consumer where they are choosing to shop…

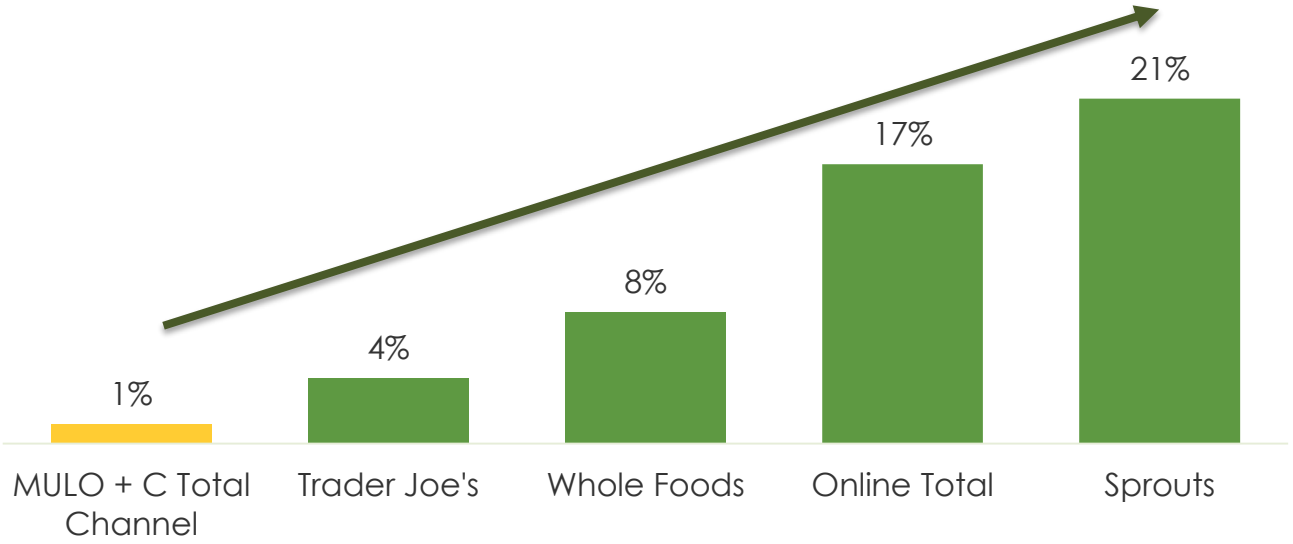
Changing Dynamics of Shopping in the U.S. . . .
. . . the Growth of Non-Measured Channels

- Fragmentation of trips – conventional grocers are seeing declines in trips, while online is growing at +8%
- Consumers showing less loyalty to one store or channel
- Overall sales in MULO + C growing at 1%, Natural products growing at an accelerated rate in non measured retailers, based on the panel data available
- These dynamics play to the strengths of Hain US's broad channel coverage: particularly **online, which is already more than 5% of Hain US Sales**

Trip Trends
% Change vs. YAG
52 Weeks



52 Week $ Growth
Natural Food & Beverage Products[1]

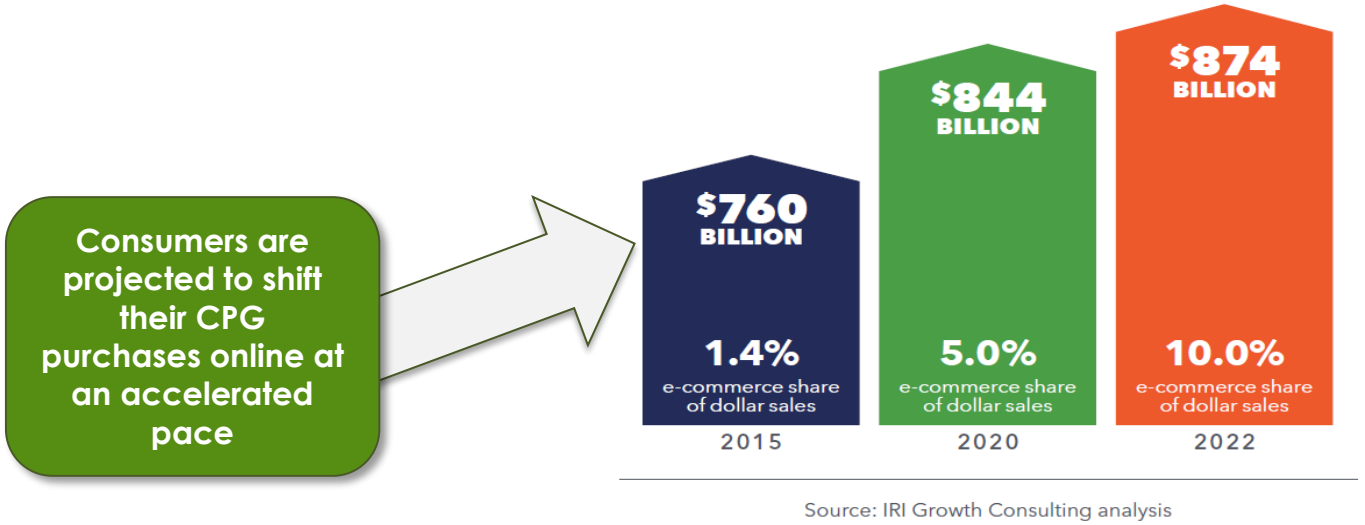


Source: IRI CSIA powered by SPINS, 52 WE 1/28/18; Nielsen Homescan, Trip projected Data, Total US, 52 WE 9/30/17, UPC Coded Products. MULO+C total channel incl. conventional and organic products; (1) Natural Food & Beverage Products except where noted

The Impact of Online Shopping Will Only Increase….

- IRI forecasts that online consumer products goods "CPG" sales could represent 10% of all CPG sales by 2022, up from ~2% today.
- Online distribution provides manufacturers with an opportunity to gain immediate distribution, without waiting for traditional retailer category resets.
- 40% of consumers, more than half Millennials, expect to increase online shopping frequency in the coming year.
- 32% of Millennials say that buying online makes it easier to find what they need.
- For online food shoppers, "Organic" is a key search term

CPG Sales 2015-2022



Hain Celestial is well positioned to capitalize on this trend.

Sources: Once Click Retail; IRI Consumer Connect Study; Big Commerce & Kelton Global "State of Omni Channel Retail" – June 2017. *SPINSscan Consumer Insights powered by IRI Shopper Network, Total United States, All Outlets, CY 2016*

Focusing on What Matters - by SKU & by Channel
Non-Measured Channels

Non-Measured Channels
12 Weeks Ended 12/31/17

	12 Week $ Growth
Top 500	Growing Low Double Digits
All Other	Declining High Double Digits
SKU Rat Impact	210 basis points

Driving future growth in H2FY18:

- **Innovation**: MaraNatha®, Spectrum® Culinary Oils, Live Clean®, Terra® Snacks, The Greek Gods® Seriously Indulgent, Celestial Seasonings® Tea, Imagine® Super Soups, Sensible Portions®
- **Programming**: Strong programming in large Natural Channel retailers with scale events unique to Hain Celestial platforms & portfolio
- **Expanded Distribution**: Terra® Every Day Program in Club, Alba Botanica® Suncare expansion in Club, Pure Personal Care expansion in Specialty channel, Avalon Organics® Haircare expansion in Club, focus on "perfect store" core sets for natural channel independents, Women Infant Children (WIC) channel focus for Baby
- **Online acceleration**: New online business model across core platforms with expanded investment in marketing and content development across focus brands and products.

Source: IRI MULO + C, Non-Measured = retailer portals, SPINS

We Are Focusing on What Matters - by SKU & by Channel MULO + C

MULO + C
12 Weeks Ended 12/31/17

	12 Week $ Growth
Top 500	Declining Low Single Digits
All Other	Declining High Double Digits
SKU Rat Impact	110 basis points

Driving future growth in H2 FY18:

- **Innovation**: MaraNatha®, Spectrum® Culinary Oils, Live Clean®, Terra® Snacks, The Greek Gods® Seriously Indulgent, Celestial Seasonings® Tea, Imagine® Super Soups, Sensible Portions®
- **Programming**: Celestial Seasonings® Tea, MaraNatha® & Spectrum®, Better-For-You Pantry in-store events, expanded programming on Better-For-You Baby platform
- **Expanded Distribution**: Sensible Portions® at 2 key retailers, Alba Botanica® suncare at major retailer, Live Clean® Haircare & Lotion at multiple retailers, Earths Best® jars and snacks at major retailer, Earths Best® infant formula at two key retailers

Expect sequential improvement in MULO reads Q3 and Q4 FY18
Trajectory towards positive MULO reads in Q3 FY19

Source: IRI MULO + C, Non-Measured = retailer portals, SPINS

Innovation For Future Growth

New products gaining distribution in FY18

Earth's Best® Frozen Kids

Celestial Seasonings®

The Greek Gods® Seriously indulgent

Innovation For Future Growth

MaraNatha® variants

Alba Botanica® face masks + Suncare

Live Clean®

Innovation For Future Growth

Spectrum® Cold Infused Oils

Imagine® Non-Dairy Condensed Soups

Imagine® Microwaveable Soups

Innovation For Future Growth

Earth's Best
Organic® Oaty Fruit Bars

Earth's Best
Organic® Pea Crisps

Innovation For Future Growth

Sensible Portions®
Garden Veggie Wavy Chips

Avalon Organics®
Smooth Shine Apple Cider Collection

Garden of Eatin'®
White Chips with a Touch of Lime

Our Innovation is Being Recognized

Source: Consumer Survey of Product Innovation 2018; Eat This, Not That! 2018 Food Awards (1/30/18); 2017 Best Snack & Bakery Products (1/18/18)

Driving Improved Execution

- **Consolidated from 30+ brokers/sales agencies to primarily 2—Advantage Solutions & Acosta.**

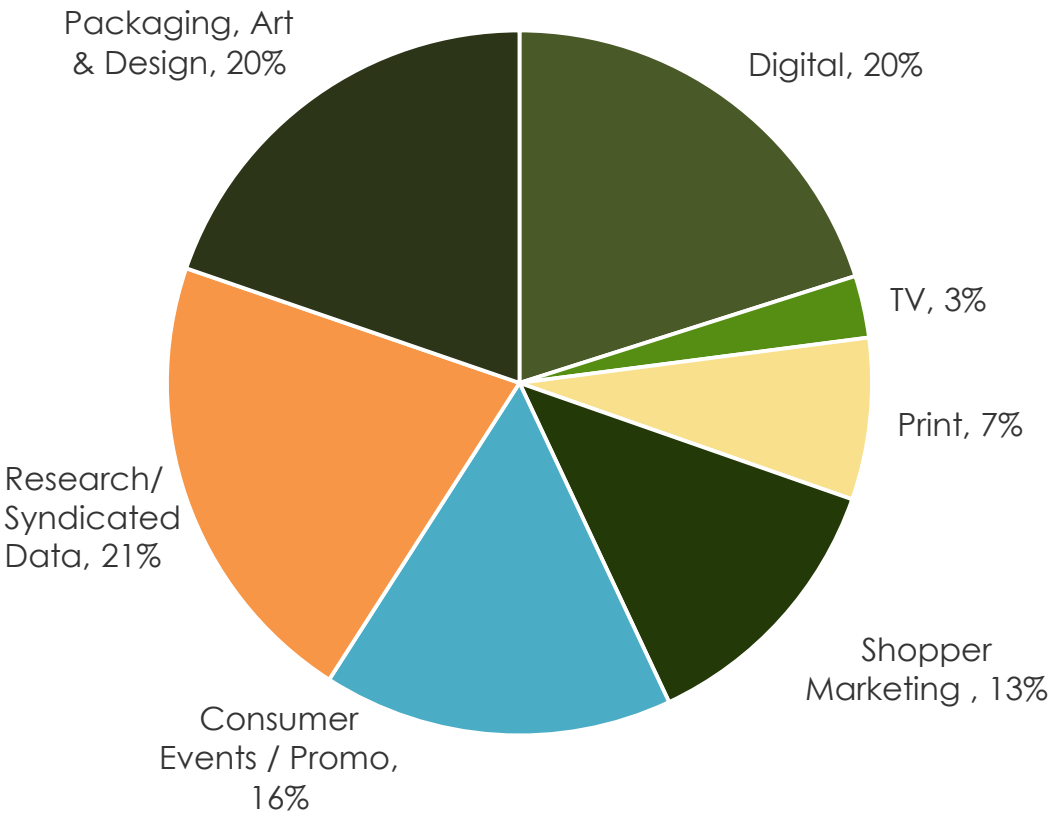
- **Enhanced direct sales team structure** taking ownership of **key account relationships** & annual planning **single best-in-class approach.**

- The new Hain Celestial/Advantage Solutions partnership: a tailored model for increased **customer centricity** and **enhanced go to market** capabilities **leveraging Retail Technology**, **Customer Data Analytics** & **Consumer Insights.**

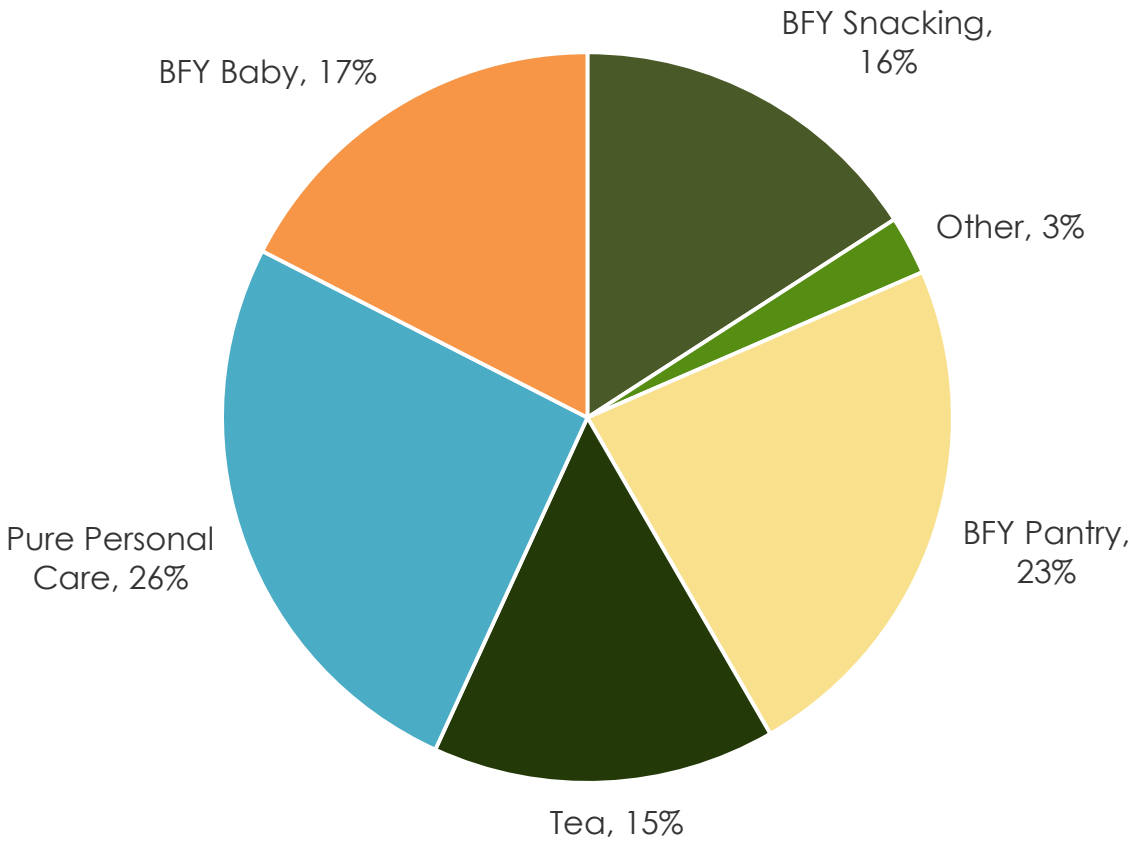
- Expected financial benefit of **$5MM in annualized savings** . . . **reinvesting** approximately **30%** back into **capability enhancing sales/business development roles.**

How Have We Invested in Our Brands?

By Spend Type



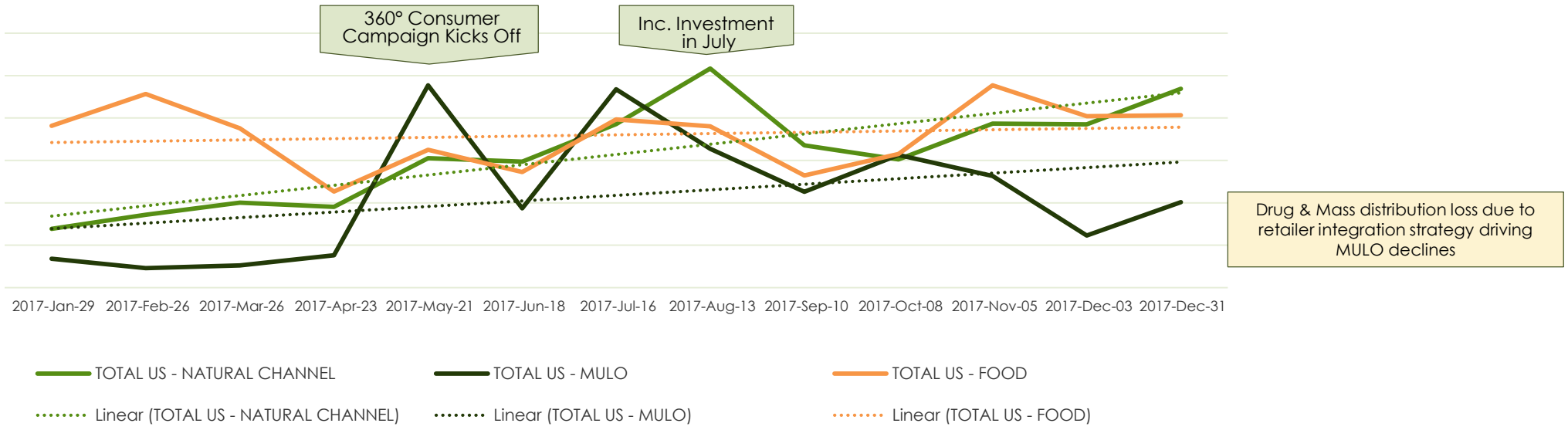
By Pillar



Source: Women's Marketing and Hain Celestial 1HFY18

Alba Botanica® Shows Accelerating Growth Driven by Strong Baseline Across Key Categories & Channels*, with Consumer Reach & Sentiment Growing

Alba Botanica® Skin Care (ex. Sun) Consumption $ % Chg. vs. YA by Key Channel

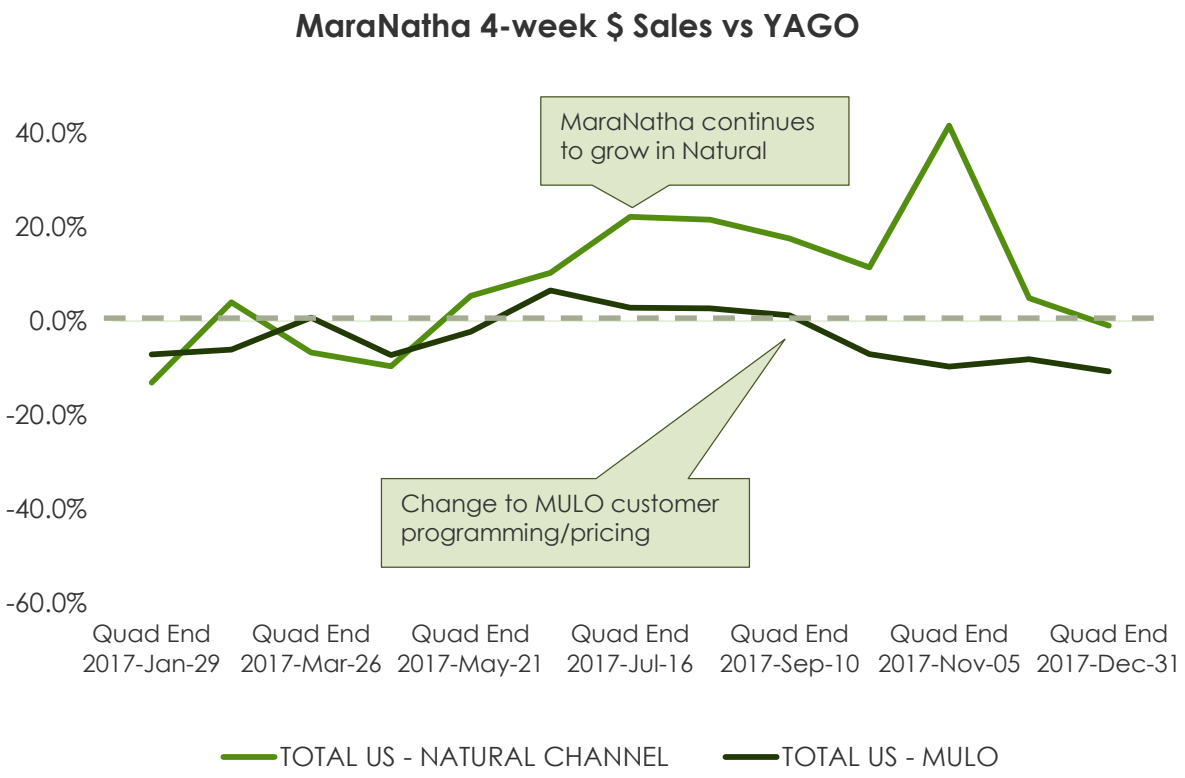


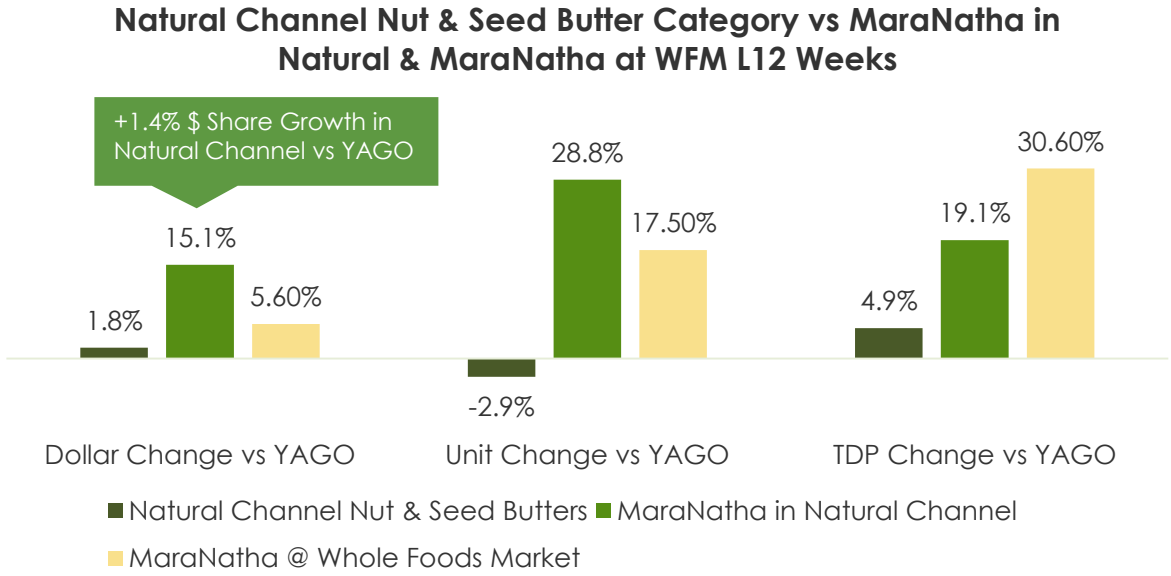
"Do Good Do Beautiful" Alba Botanica® Brand Advertising Results

- **130MM+ impressions across social/digital** — **+407% Lift**
- **HH Penetration increased from 1.4% to 2.0%** — **+43% Lift**
- **Aided brand awareness reached 14.5%** — **1.6x Category**
- Website Traffic increased to 258K to 397K visits — **+54% Lift**
- YouTube Video View Completion (engagement) at 42% — **8x Industry Avg**
- Purchase Intent following Video Campaign at 8% — **+33% Lift**

*Food + Natural + WFM represent 60% of total Alba Botanica consumption ; Skin Care represents 74% of Alba Botanica shipments
Sources: SPINS Scan Data & WFM POS ended 12/31/17 ; Google Analytics ended 2/1/18, Conversant Brand Study endied 1/10/18

Metrics for MaraNatha® Have Improved Greatly with "TGFJ" Campaign—Strength in Natural & Whole Foods Market, Less So in MULO





"Too Good for Jelly" Campaign Results

- Estimated 90MM impressions
- HH Penetration increased from 2.7% to 2.8% — +4% Lift
- Purchase intent increased from 16% to 19% — +18% Lift
- Aided brand awareness increased from 20% to 34.1% — +71% Lift
- Website traffic increased from 13K to 194K+ visits — +1,071% Lift

Source: SPINSScan data endied 12/31/17

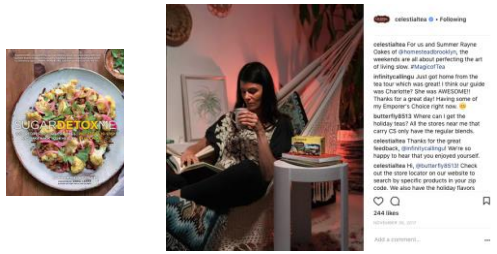
Celestial Seasonings® Social First Digital Plan

Influencers amplify quality, heritage & flavor stories

Sara Forte & Sprouted Kitchen

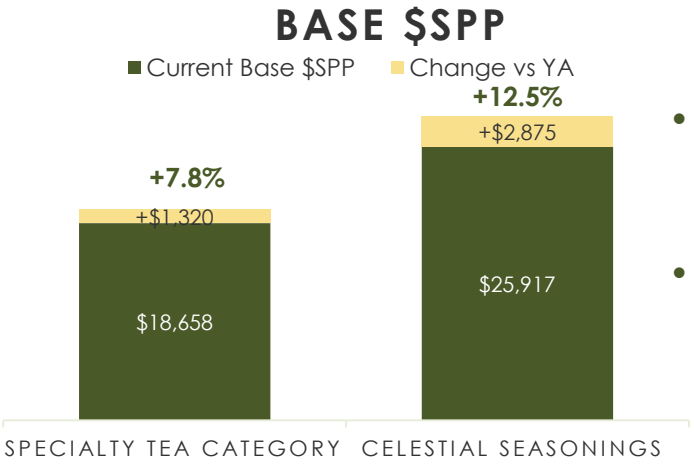
Joy Cho & Oh Joy!

Summer Rayne Oakes



- Over 230MM media impressions YTD
- +20pt improvement in Purchase Intent (11x Facebook CPG Benchmark)
- +16.4pts Key Equity Association (9.6x Facebook CPG Benchmark)

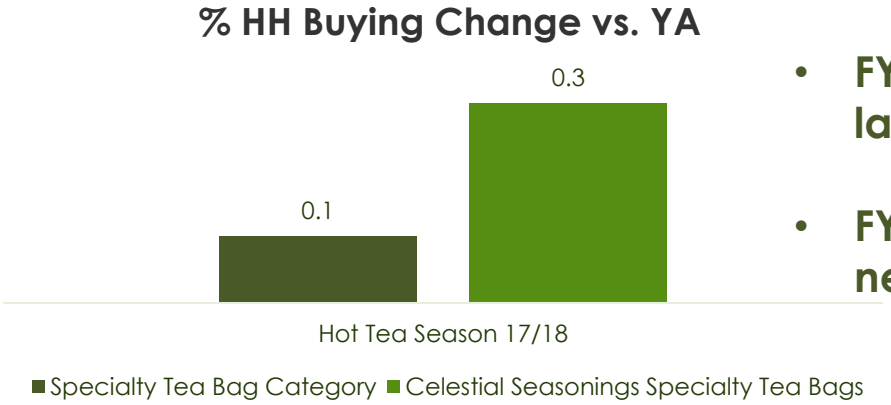
Celestial Seasonings® is the most productive brand in Specialty Tea – And Growing!



- Base Velocity +12.5% vs. YAG
- 15% higher base velocity vs. next leading brand

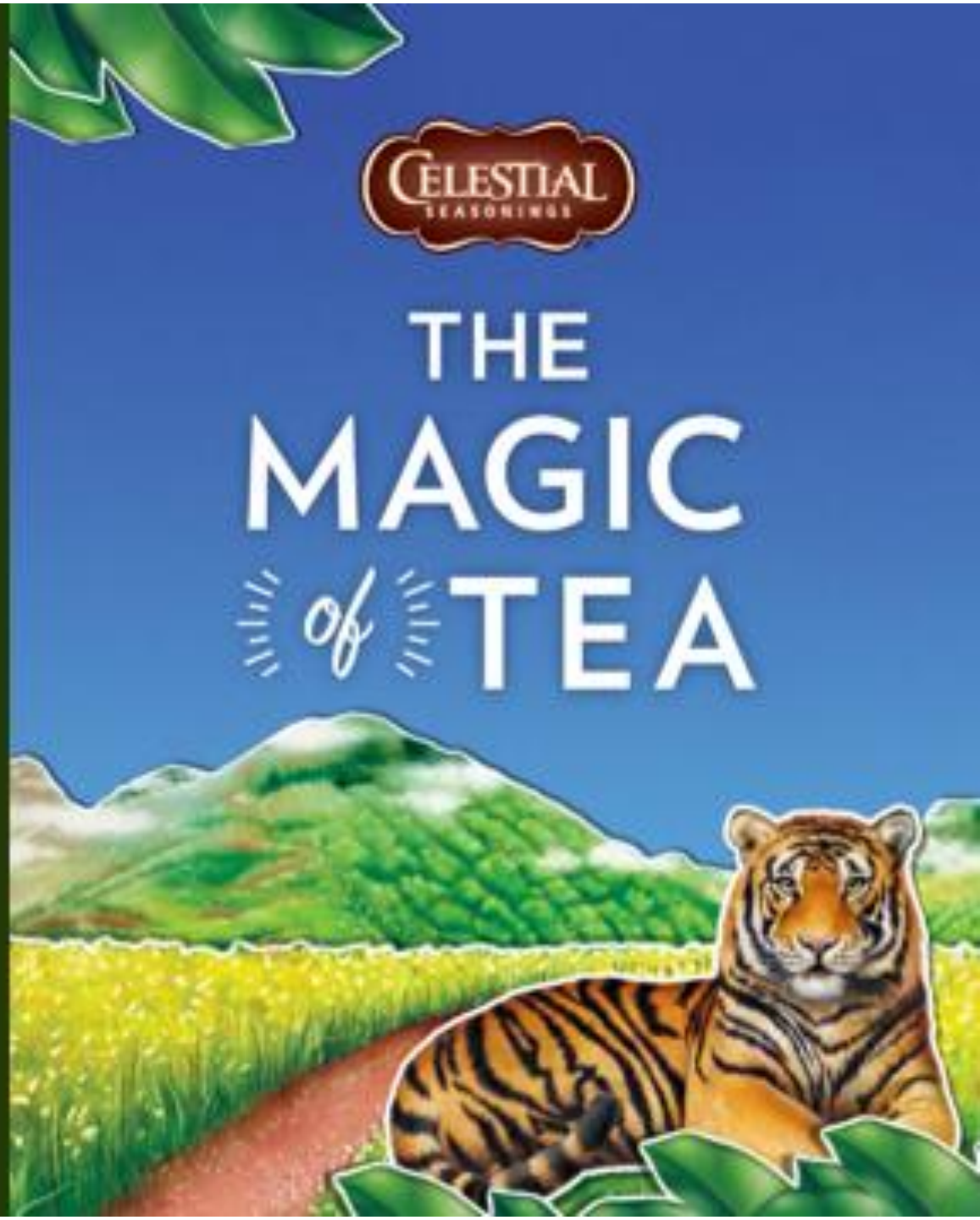
Source: IRI, MULO, 10/1/17 – 02/4/18, Celestial Seasonings® bag tea only

Celestial Seasonings® added more new households vs. any specialty tea brand, ahead of the category!



- FY17 Focus: Regain lapsed users
- FY18 Focus: Recruit new users

Source: IRI, 17wks Period Ending 01/28/18


CELESTIAL
SEASONINGS
THE
MAGIC
of TEA

A Business in Transformation

Gaining momentum in the early innings of transformation.

The scorecard:

- ✓ Rationalized over 700 SKUs, increased focus on Top 500 SKUs & Top 11 Brands
- ✓ Reduced complexity by consolidating 40 co-packers and closing one factory
- ✓ Removed over 30 brokers and invested in new Direct retail team model
- ✓ Developed new customer-facing sales organization and upgraded capabilities
- ✓ Built new brand content with increased investment in brand building
- ✓ Developed new category analytics tools to drive decision making
- ✓ Commenced portfolio review process for tail of "non-500" SKUs
- ✓ New e-commerce & digital strategy team launching new enhanced, cross-functional platform to drive and accelerate online growth

E-Commerce & Digital Strategy

Julie Bowerman

Senior Vice President

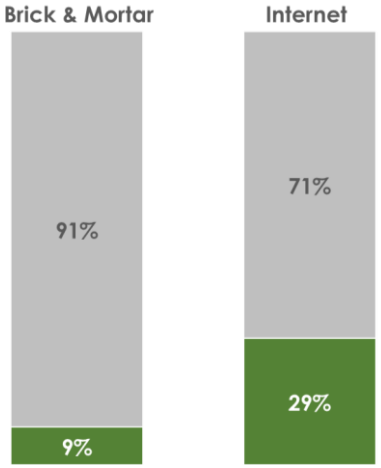
Key E-Commerce/Digital Strategy Messages

- Organic Shopper Over-Indexes Buying Online
- Hain Celestial Brands are Naturally Strong Online
- Hain Celestial is uniquely positioned to capture the online growth
- Hain Celestial is investing in capability and expects to lead online category growth

The Organic Shopper Over-Indexes Buying Online

Our Shopper Buys Online

Natural/Organic vs. Conventional Products $ Share

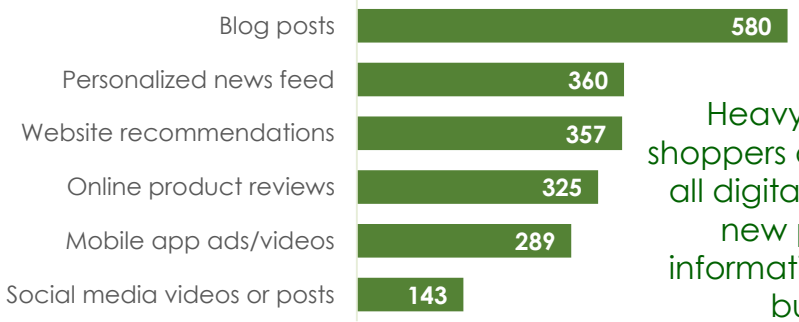


3x
Vs. In-Store

Source: SPINSscan Consumer Insights powered by IRI Shopper Network, TUS, All Outlet, CY 2016

…and is highly engaged with digital information sources & devices

New Product Information Sources
Heavy Organic Buyers Index vs. Non-Buyers

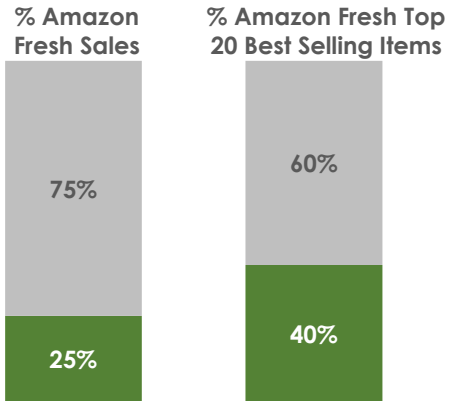


Heavy organic shoppers over-index in all digital sources of new product information vs. non-buyers

Source: US Families' Organic Attitudes and Behaviors – September 2017

"Organic" top search term online

Items with "organic" in title rank among top SKUs on Amazon Fresh



Source: One Click Retail

Our top shoppers actually buy more organic products because of online shopping

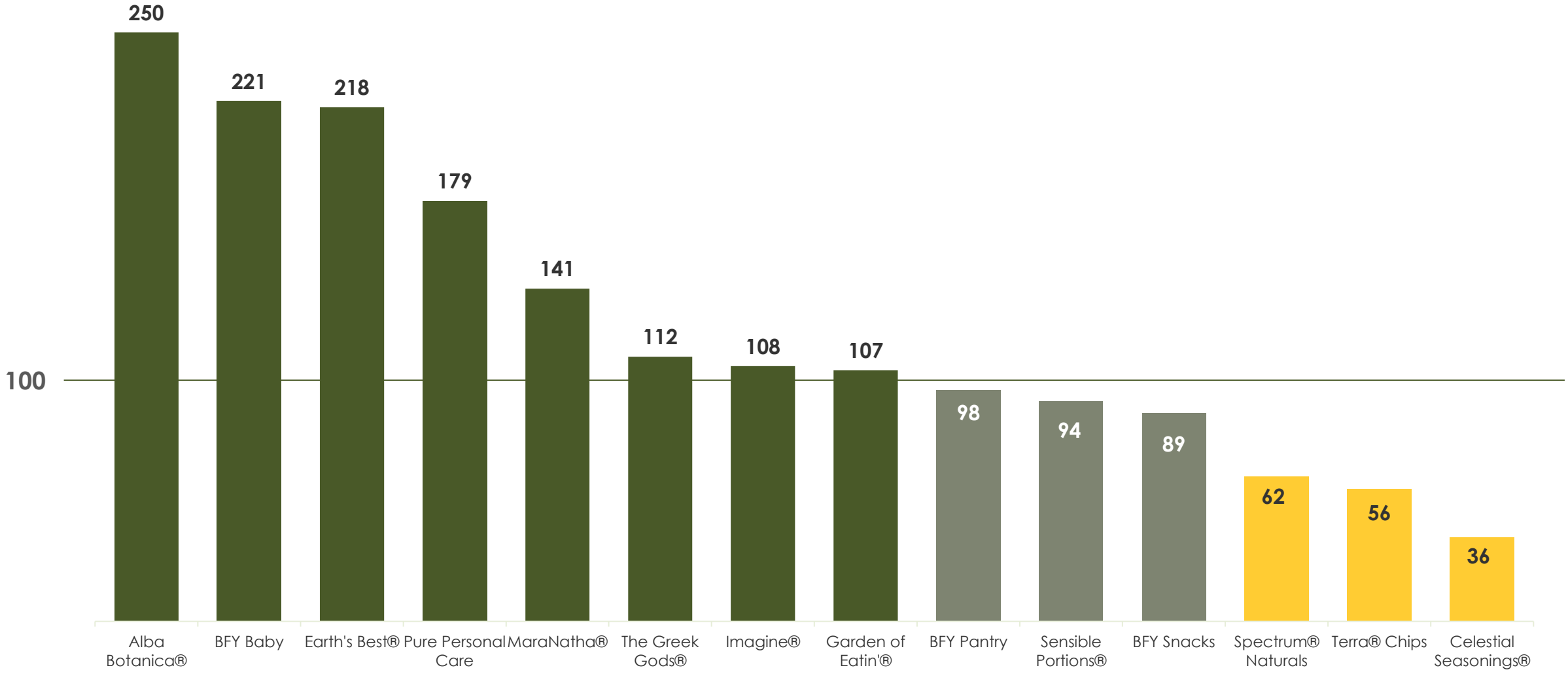
Shoppers that have **increased** their purchase of organic products because of online shopping

25%
Heavy organic buyers

(vs. 10% of all buyers)

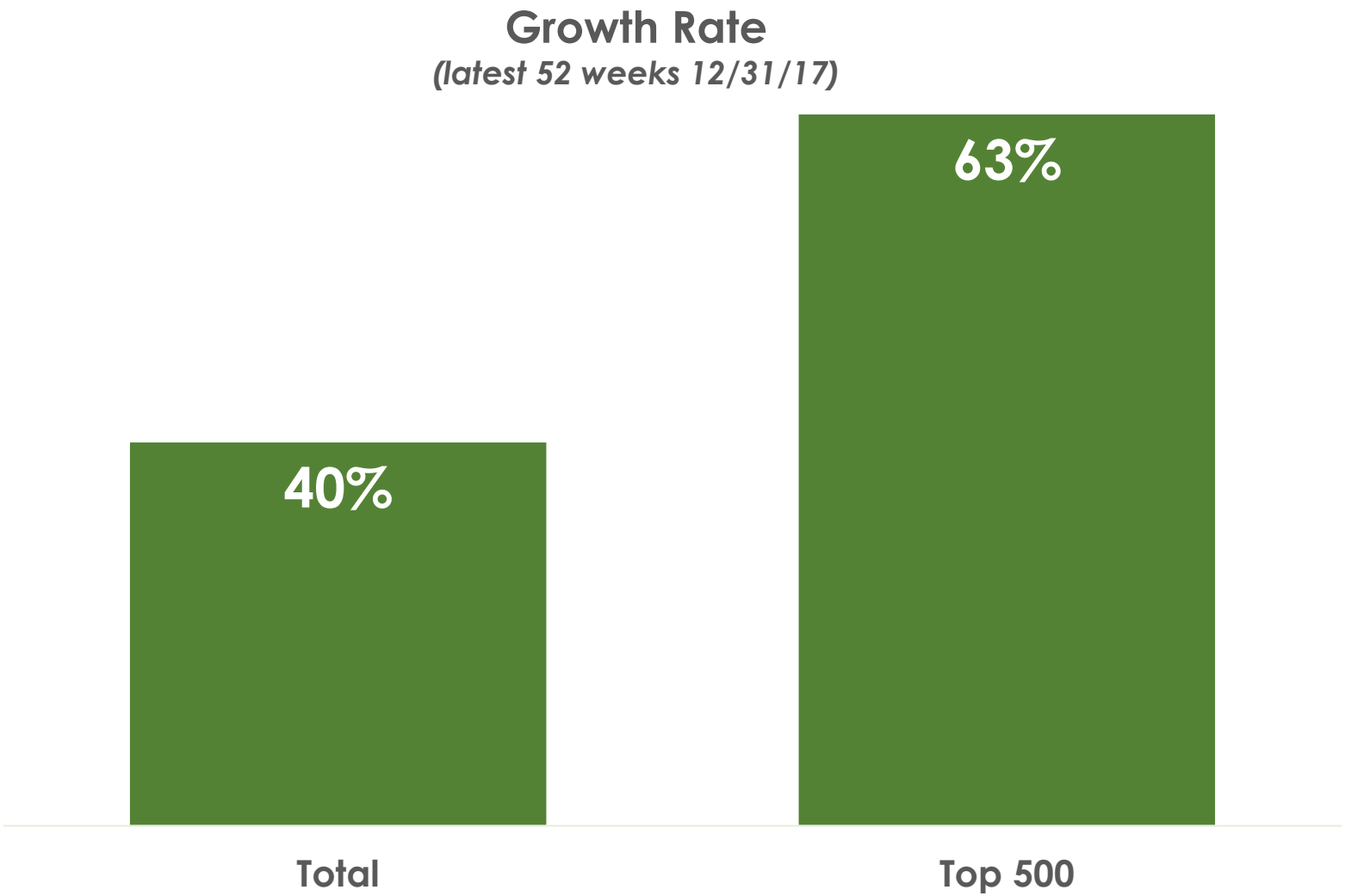
Source: US Families' Organic Attitudes and Behaviors – September 2017

Key Top 11 Brands & Pillars Over-Index Online



Source: IRI/SPINS Period Ended 12/31/2017; IRI ePOS Period Ended 12/3/2017

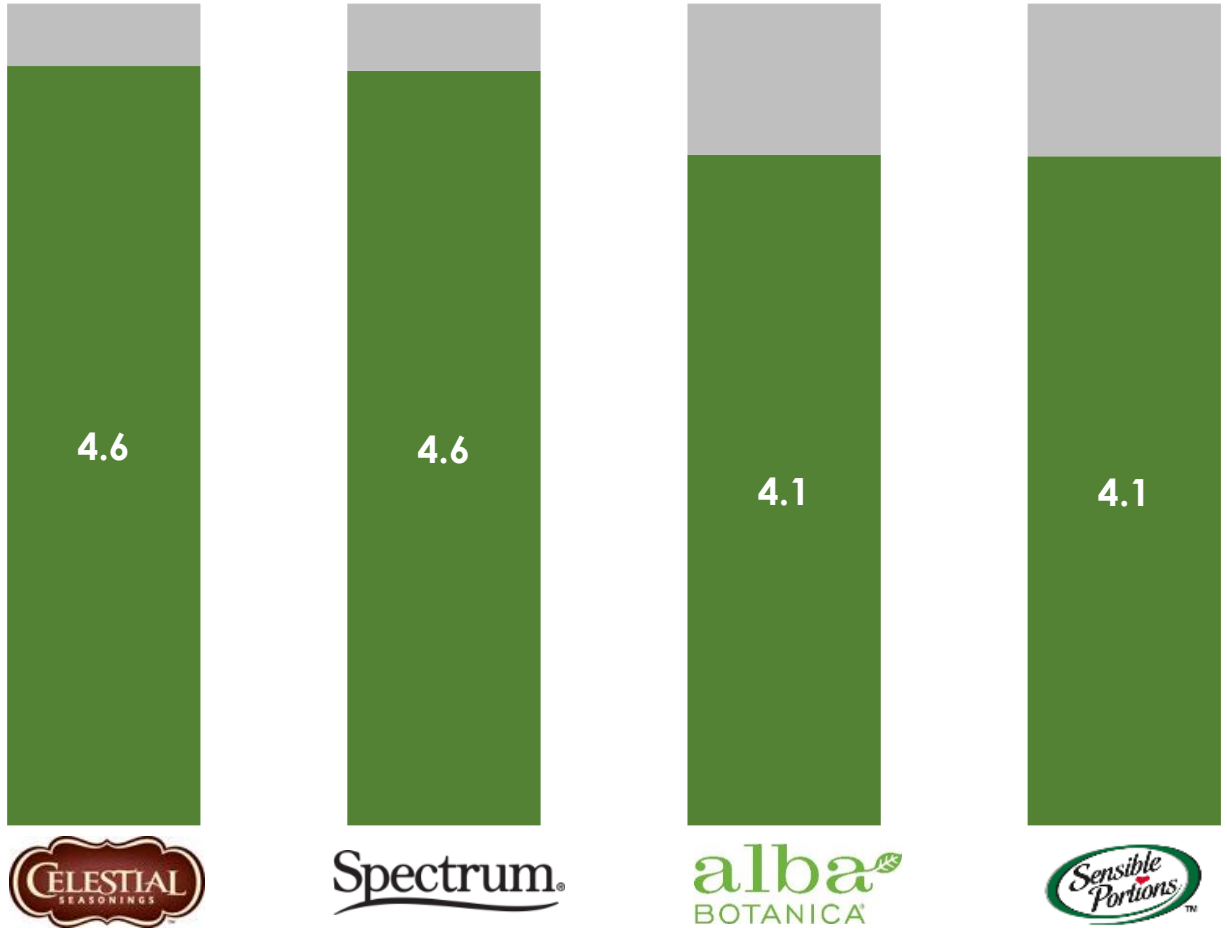
Hain Celestial Top 500 SKUs Outperforming Online -- Up 63% vs. Year Ago



Source: One Click Retail Period Ending 12/03/2017 and Internal Sales from Prism – Quarter 2 ending 12/31/17.

Hain Celestial Brands Are Strong Online

Strong Review Performance Across Top 11 Brands on Amazon
(Amazon Average Review Score – 5 is highest rating)



Ratings & Reviews Strong Influence On Brand Preference

63%
Millennials

63% of Millennials would switch to a new brand if they read a favorable review of it online.

3X
More influential

Online product reviews are 3x more influential than traditional advertisements.

Source: Once Click Retail; IRI Consumer Connect Study; Big Commerce & Kelton Global "State of Omni Channel Retail" – June 2017
Review Performance based on a scale of 5

Click & Collect Shows Early Signs of Strong Progress for Hain Celestial

Kroger ClickList

- Growth rate of 273% vs. YAG
- Hain Celestial portfolio over-indexes in ClickList penetration vs. the categories we compete

Walmart Click & Collect

- Walmart.com growth 89% vs. YAG

44% of Millennials (1/3 of all consumers) say online purchasing with in-store pick-up is important to channel selection

82% of shoppers who have used Click & Collect to buy groceries would likely do it again.

$6.6B in sales to be driven from Click & Collect by 2020, expected to be a key driver of CPG growth in e-commerce

Sources: Hain Celestial Internal Sales Data; IRI Consumer Connect; IRI eCommerce Press Release 6/5/17, IRI eCommerce webinar 6/22/17, Wolfe Research, LLC MILLEN-AGEDDON, A Generational Transformation of Consumption, May 14, 2017

Hain Celestial Is Uniquely Positioned to Capture Online Growth

Millennials over-index in online grocery shopping

55% vs. **41%** (Total U.S.)

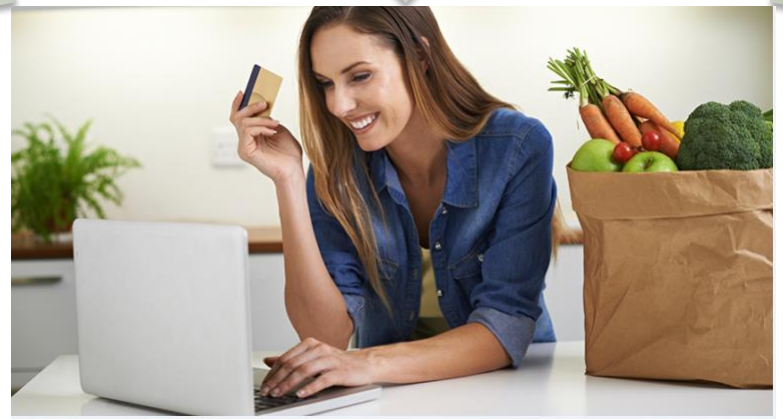
Millennials over-index in buying organic

52% organic buyers are Millennials

(among U.S. parents)

Hain Celestial brands over-index with Millennials

8 of Top 11 Brands over-index with Millennials

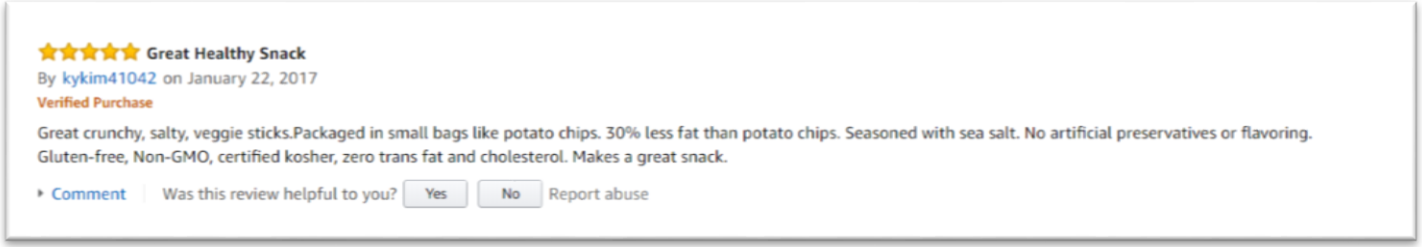


Source: IRI Consumer Connect Q4 2017; US Families' Organic Attitudes and Behaviors – September 2017; Hain Celestial Consumer Scorecard

Proof Points Today Online Will Deliver Growth

- Millennial parents represent largest group of organic consumers today
- Earth's Best® top search ranking & leading formula online
- +30% Growth

- Strong Millennial affinity – 143 index
- Above industry standard ratings & reviews
- +50% Growth



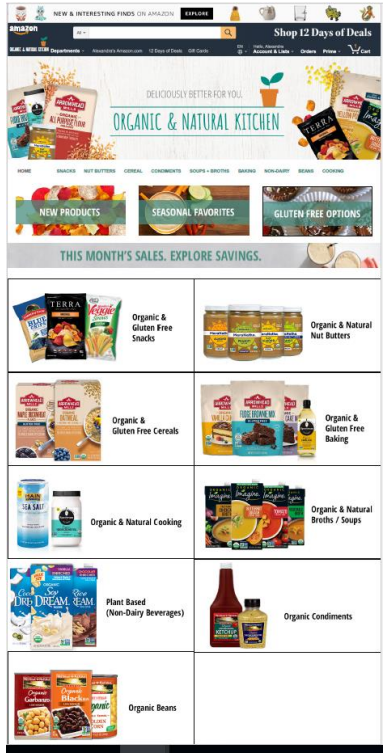
Great Healthy Snack
By kykim41042 on January 22, 2017
Verified Purchase
Great crunchy, salty, veggie sticks.Packaged in small bags like potato chips. 30% less fat than potato chips. Seasoned with sea salt. No artificial preservatives or flavoring. Gluten-free, Non-GMO, certified kosher, zero trans fat and cholesterol. Makes a great snack.
Comment | Was this review helpful to you? Yes No Report abuse

- Strong Millennial affinity – 150 index
- Engaging consumers through digital & social media – Instagram followers +2x & Facebook engagement +350%
- +100% Growth

Source: IRI Panel 52 Weeks Ended 12-31-17

Strategic Investments Further Position Hain Celestial to Capture Online Better-For-You Category Growth

New Ways for the Online Shopper to Buy Our Brands



Adapting Brands & Operations to "E-commerce First" Mentality

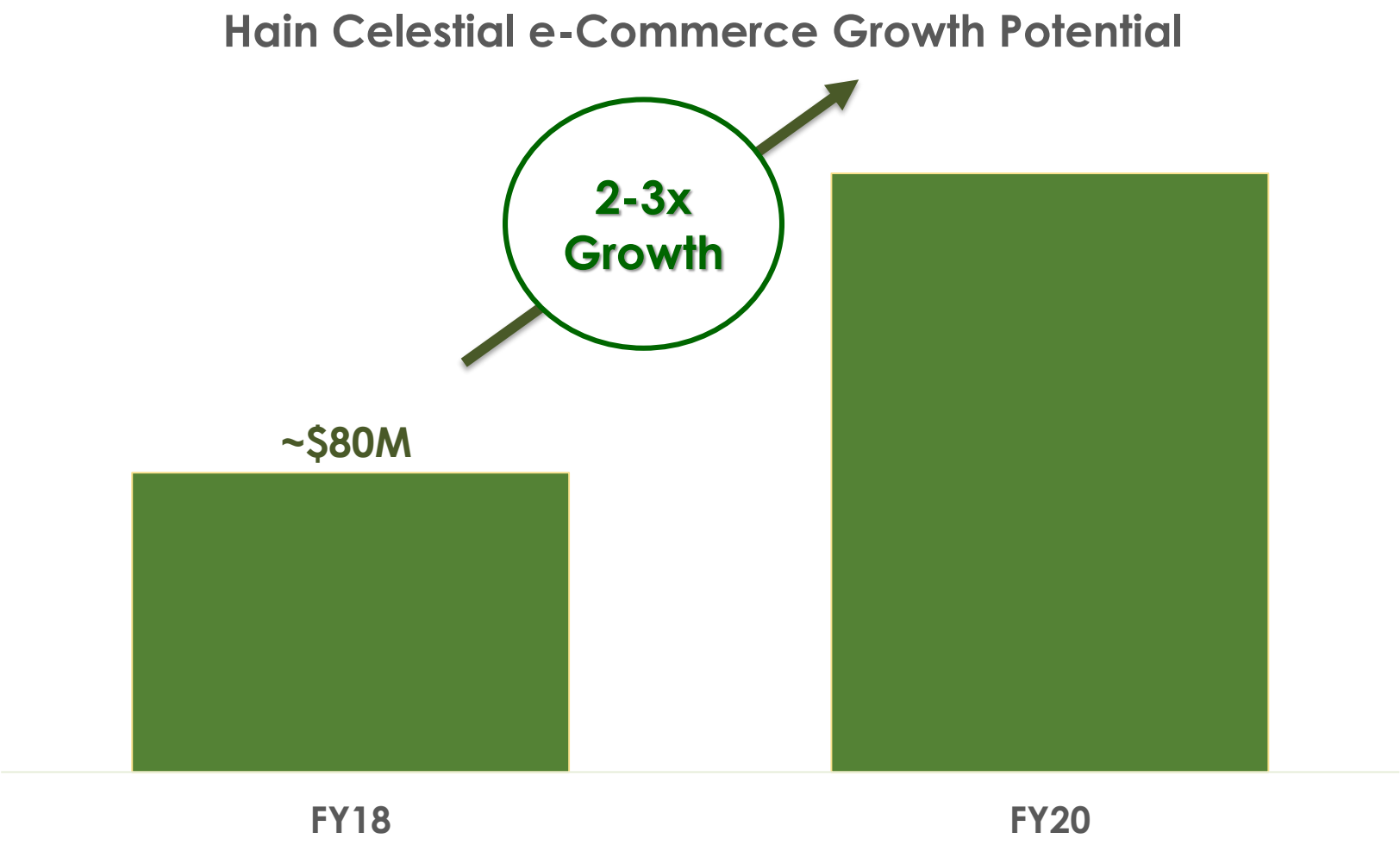
Dedicated Packaging

Dedicated Supply Chain Solutions

Expanding Distribution Points Across Top 11 Brands

amazonfresh
Peapod
prime now
jet
BOXED
TARGET
Walmart.com
THRIVE MARKET
VITACOST
Kroger
freshdirect

Hain Celestial U.S. is Well-Positioned For Strong Future e-Commerce Growth



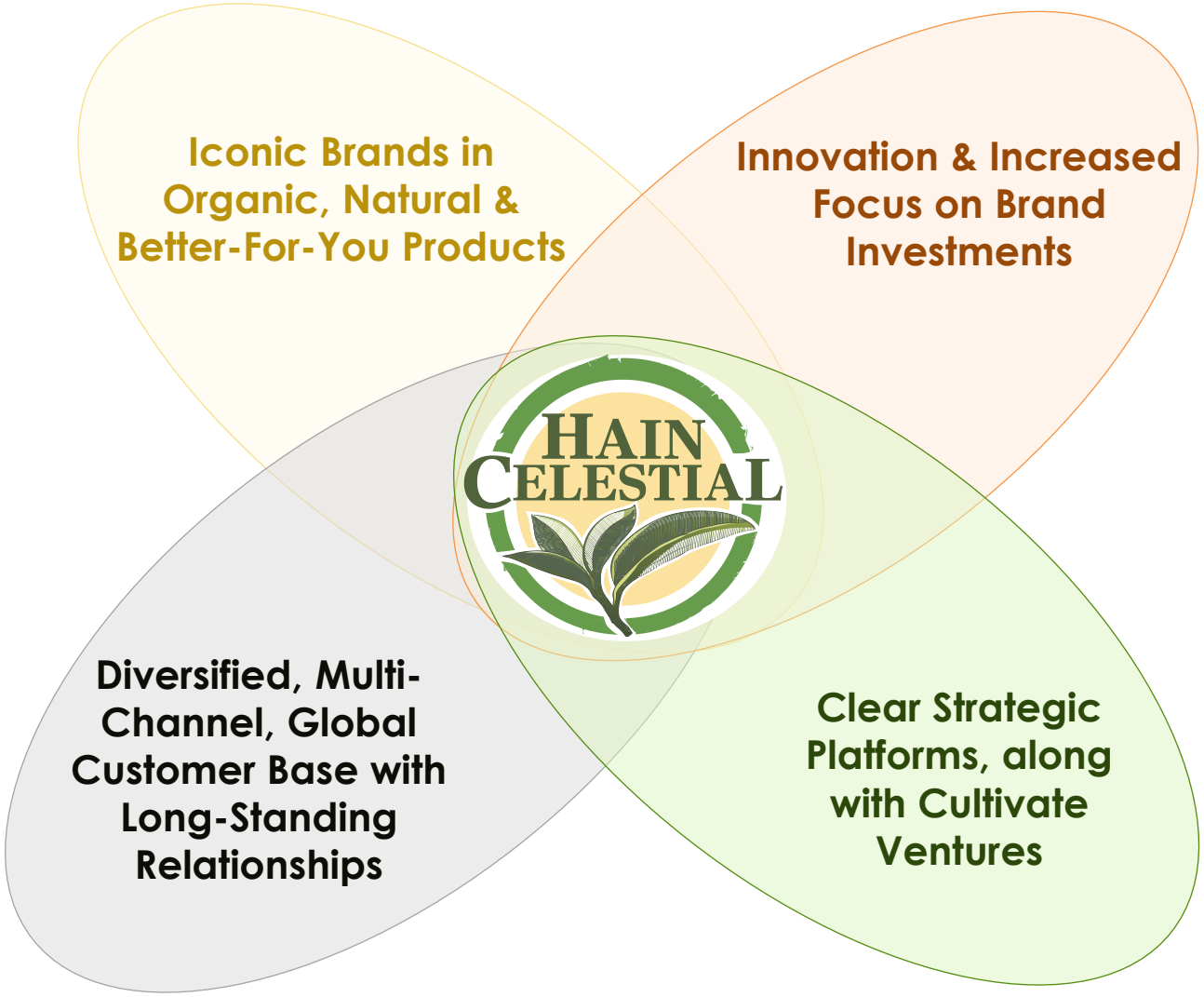
Source: Hain Celestial Earnings Call 02/07/18

Summary

Irwin D. Simon

Founder, President, Chief Executive Officer &
Chairman of the Board

Hain Celestial Is Well-Positioned to Capitalize on Trends



Concluding Thoughts

- The consumer packaged goods landscape is evolving, **presenting exciting opportunities, but also new challenges.**
- Hain Celestial, with its differentiated focus on the growing organic and natural category, **is well positioned to thrive in this environment.**
- We have the **right strategic plan in place,** but **execution will continue to be fundamental to our success.**
- We have been **making significant progress on our strategy**, and look forward to demonstrating **further traction in our results going forward**…
- …but we **cannot and will not rest on our achievements.**

Hain Celestial – To Create and Inspire A Healthier Way of Life™

~$3B[1]	80+	~7,800	38
Worldwide Net Sales	Countries with Products	Employees	Global Manufacturing Facilities

Strategic Plan to Accelerate Growth

Project Terra Cost Savings to Fund Growth Investments and Drive Margin Improvement

Increased Brand and Marketing Investment

Enhanced Leadership Team to Deliver Strategic Plan

Leader in Authentic, On-Trend,
Organic, Natural & Better-For-You Brands & Products

[1] Net Sales for the Fiscal Year Ended June 30, 2017

Appendix & Reconciliations

First Half FY2018 Reconciliation

THE HAIN CELESTIAL GROUP, INC.
Reconciliation of GAAP Results to Non-GAAP Measures
(unaudited and in thousands, except per share amounts)

	Six Months Ended December 31,					
	2017 GAAP	Adjustments	2017 Adjusted	2016 GAAP	Adjustments	2016 Adjusted
Net sales	$ 1,483,480	$ -	$ 1,483,480	$ 1,421,463	$ -	$ 1,421,463
Cost of sales	1,207,606	(16,124)	1,191,482	1,173,203	(6,263)	1,166,940
Gross profit	275,874	16,124	291,998	248,260	6,263	254,523
Gross Margin	*18.6%*		*19.7%*	*17.5%*		*17.9%*
Operating expenses (a)	194,362	(4,148)	190,214	179,575	(3,574)	176,001
Acquisition related expenses, restructuring and integration charges	10,643	(10,643)	-	568	(568)	-
Accounting review and remediation costs, net of insurance proceeds	3,093	(3,093)	-	12,966	(12,966)	-
Operating Income	67,776	34,009	101,785	55,151	23,371	78,522
Interest and other expenses, net (b)	8,931	3,705	12,636	8,313	3,277	11,590
(Benefit)/provision for income taxes	(7,899)	30,903	23,004	11,271	8,071	19,342
Net income	66,949	(600)	66,349	35,789	12,023	47,812
Earnings per share - diluted	0.64	(0.01)	0.64	0.34	0.12	0.46

(a) Operating expenses include amortization of acquired intangibles, selling, general, and administrative expenses and long-lived asset impairment.

First Half FY2018 Reconciliation

	Six Months Ended December 31, 2017	Six Months Ended December 31, 2016
Losses on terminated chilled desserts contract	$ 3,614	$ -
U.K. and HPP Start-up costs	3,464	-
Inventory costs for products discontinued or having redesigned packaging	1,007	5,359
Discontinuation of Round Hill Brand	2,177	-
Recall and other related costs	-	73
U.K. deferred synergies due to CMA Board decision	-	367
Plant closure related costs	700	464
Co-packer disruption	2,740	-
HPP Feed formulation test	471	-
HPP network distribution redesign	1,952	-
Cost of sales	16,124	6,263
Gross profit	16,124	6,263
Plant closure related costs	-	1,340
U.K. deferred synergies due to CMA Board decision	-	551
Recall and other related costs	-	736
Tilda Fire Insurance Recovery Costs and other Setup/Integration Costs	-	947
Stock compensation acceleration	699	-
Long-lived asset impairment charge associated with plant closure	3,449	-
Operating expenses (a)	4,148	3,574
Acquisition related fees and expenses, integration and restructuring charges, including severance	10,643	568
Acquisition related expenses, restructuring and integration charges	10,643	568
Accounting review and remediation costs, net of insurance proceeds	3,093	12,966
Accounting review and remediation costs, net of insurance proceeds	3,093	12,966
Operating income	34,009	23,371
Unrealized currency (gains) and losses	(3,705)	(3,277)
Interest and other expenses, net (b)	(3,705)	(3,277)
Income tax related adjustments (c)	(30,903)	(8,071)
(Benefit)/provision for income taxes	(30,903)	(8,071)
Net income	$ (600)	$ 12,023

(a) Operating expenses include amortization of acquired intangibles, selling, general, and administrative expenses and long-lived asset impairment.
(b) Interest and other expenses, net include interest and other financing expenses, net and other (income)/expense, net.
(c) Included within the income tax related adjustments is the impact of the U.S. tax legislation enacted in December 2017. These tax law changes resulted in a net income tax benefit of $24.1 million, consisting of a $29.3 million reduction in the Company's net deferred tax liabilities as a result of the lowering of the U.S. corporate income tax rate, partially offset by an estimated $5.2 million transition tax imposed on the deemed repatriation of deferred foreign income.

Adjusted EBITDA Reconciliation

	Three Months Ended		Six Months Ended	
	12/31/2017	12/31/2016	12/31/2017	12/31/2016
	(unaudited and dollars in thousands)			
Net Income	$ 47,103	$ 27,185	$ 66,949	$ 35,789
(Benefit)/provision for income taxes	(16,369)	10,509	(7,899)	11,271
Interest expense, net	5,827	4,426	11,447	8,780
Depreciation and amortization	17,346	16,948	34,972	34,168
Equity in net income of equity method investees	(194)	(38)	(205)	(222)
Stock based compensation expense	4,158	2,531	7,322	5,235
Long-lived asset impairment	3,449	-	3,449	-
Unrealized currency gains and losses	(287)	(1,984)	(3,706)	(3,277)
EBITDA	61,033	59,577	112,329	91,744
Acquisition related expenses, restructuring, and integration charges, and other	4,797	108	10,643	1,516
Accounting review and remediation costs, net of insurance proceeds	4,451	7,005	3,093	12,966
Losses on terminated chilled desserts contract	2,142	-	3,614	-
U.K. and HPP start-up costs	2,381	-	3,464	-
Discontinuation of Round Hill Brand	2,177	-	2,177	-
HPP Network Distribution Redesign	1,952	-	1,952	-
Co-packer disruption	1,567	-	2,740	-
Regulated packaging change	1,007	-	1,007	-
Plant closure related costs	700	1,804	700	1,804
HPP Feed Formulation Test	471	-	471	-
Recall and other related costs	-	397	-	809
SKU rationalization	-	160	-	5,359
U.K. deferred synergies due to CMA Board decision	-	447	-	918
Adjusted EBITDA	$ 82,678	$ 69,498	$ 142,190	$ 115,116