Colgate-Palmolive Company

Non-GAAP Reconciliations

For the Nine Months Ended September 30, 2017 and 2016

(Dollars in Millions Except Per Share Amounts) (Unaudited)

Gross Profit		2017		2016	
Gross profit, GAAP	\$	6,952	\$	6,876	
Global Growth and Efficiency Program		51		31	
Gross profit, non-GAAP	\$	7,003	\$	6,907	
					Basis Point
Gross Profit Margin		2017		2016	Change
Gross profit margin, GAAP		60.1 %		59.9 %	20
Global Growth and Efficiency Program		0.5 %		0.3 %	
Gross profit margin, non-GAAP		60.6 %		60.2 %	40
Selling, General and Administrative Expenses		2017		2016	
Selling, general and administrative expenses, GAAP	\$	4,124	\$	3,996	
Global Growth and Efficiency Program		(60)		(49)	
Selling, general and administrative expenses, non-GAAP	\$	4,064	\$	3,947	
					Basis Point
Selling, General and Administrative Expenses as a Percentage of Net Sales		2017		2016	Change
Selling, general and administrative expenses as a percentage of Net sales, GAAP		35.7 %		34.8 %	<u>90</u>
Global Growth and Efficiency Program		(0.6)%		(0.4)%	
Selling, general and administrative expenses as a percentage of Net sales, non-GAAP		35.1 %		34.4 %	70
			_		
Ather (Income) Expanse Not		2017		2016	
Other (Income) Expense, Net	\$	2017	\$	2016	
Other (income) expense, net, GAAP	\$	163	\$	(2)	
Other (income) expense, net, GAAP Global Growth and Efficiency Program	\$		\$	(2) (76)	
Other (income) expense, net, GAAP Global Growth and Efficiency Program Gain on sale of land in Mexico	\$	163	\$	(2) (76) 97	
Other (income) expense, net, GAAP Global Growth and Efficiency Program	\$	163	\$	(2) (76)	
Other (income) expense, net, GAAP Global Growth and Efficiency Program Gain on sale of land in Mexico Charge for a previously disclosed litigation matter	-	163 (135) —		(2) (76) 97 (6)	
Other (income) expense, net, GAAP Global Growth and Efficiency Program Gain on sale of land in Mexico Charge for a previously disclosed litigation matter	-	163 (135) —		(2) (76) 97 (6)	% Change
Other (income) expense, net, GAAP Global Growth and Efficiency Program Gain on sale of land in Mexico Charge for a previously disclosed litigation matter Other (income) expense, net, non-GAAP	-	163 (135) — 		(2) (76) 97 (6) 13 2016	_
Other (income) expense, net, GAAP Global Growth and Efficiency Program Gain on sale of land in Mexico Charge for a previously disclosed litigation matter Other (income) expense, net, non-GAAP Operating Profit	\$	163 (135) — 	\$	(2) (76) 97 (6) 13	% Change (8)%
Other (income) expense, net, GAAP Global Growth and Efficiency Program Gain on sale of land in Mexico Charge for a previously disclosed litigation matter Other (income) expense, net, non-GAAP Operating Profit Operating profit, GAAP	\$	163 (135) 28 2017 2,665	\$	(2) (76) 97 (6) 13 2016 2,882	_
Other (income) expense, net, GAAP Global Growth and Efficiency Program Gain on sale of land in Mexico Charge for a previously disclosed litigation matter Other (income) expense, net, non-GAAP Operating Profit Operating profit, GAAP Global Growth and Efficiency Program	\$	163 (135) 28 2017 2,665	\$	(2) (76) 97 (6) 13 2016 2,882 156	_
Other (income) expense, net, GAAP Global Growth and Efficiency Program Gain on sale of land in Mexico Charge for a previously disclosed litigation matter Other (income) expense, net, non-GAAP Operating Profit Operating profit, GAAP Global Growth and Efficiency Program Gain on sale of land in Mexico	\$	163 (135) 28 2017 2,665	\$	(2) (76) 97 (6) 13 2016 2,882 156 (97)	_
Other (income) expense, net, GAAP Global Growth and Efficiency Program Gain on sale of land in Mexico Charge for a previously disclosed litigation matter Other (income) expense, net, non-GAAP Operating Profit Operating profit, GAAP Global Growth and Efficiency Program Gain on sale of land in Mexico Charge for a previously disclosed litigation matter	\$	163 (135) — 28 2017 2,665 246 — —	\$	(2) (76) 97 (6) 13 2016 2,882 156 (97) 6	(8)%
Other (income) expense, net, GAAP Global Growth and Efficiency Program Gain on sale of land in Mexico Charge for a previously disclosed litigation matter Other (income) expense, net, non-GAAP Operating Profit Operating profit, GAAP Global Growth and Efficiency Program Gain on sale of land in Mexico Charge for a previously disclosed litigation matter Operating profit, non-GAAP	\$	163 (135) — 28 2017 2,665 246 — —	\$	(2) (76) 97 (6) 13 2016 2,882 156 (97) 6	(8)% (1)% Basis Point
Other (income) expense, net, GAAP Global Growth and Efficiency Program Gain on sale of land in Mexico Charge for a previously disclosed litigation matter Other (income) expense, net, non-GAAP Operating Profit Operating profit, GAAP Global Growth and Efficiency Program Gain on sale of land in Mexico Charge for a previously disclosed litigation matter	\$	163 (135) — 28 2017 2,665 246 — 2,911	\$	(2) (76) 97 (6) 13 2016 2,882 156 (97) 6 2,947	(8)%
Other (income) expense, net, GAAP Global Growth and Efficiency Program Gain on sale of land in Mexico Charge for a previously disclosed litigation matter Other (income) expense, net, non-GAAP Operating Profit Operating profit, GAAP Global Growth and Efficiency Program Gain on sale of land in Mexico Charge for a previously disclosed litigation matter Operating profit, non-GAAP Operating Profit Margin	\$	163 (135) — 28 2017 2,665 246 — 2,911 2,911 2017	\$	(2) (76) 97 (6) 13 2016 2,882 156 (97) 6 2,947 2016	(8)% (1)% Basis Point Change
Other (income) expense, net, GAAP Global Growth and Efficiency Program Gain on sale of land in Mexico Charge for a previously disclosed litigation matter Other (income) expense, net, non-GAAP Operating Profit Operating profit, GAAP Global Growth and Efficiency Program Gain on sale of land in Mexico Charge for a previously disclosed litigation matter Operating profit, non-GAAP Operating profit Margin Operating profit Margin	\$	163 (135) 28 2017 2,665 246 2,911 2,911 2017 23.0 %	\$	(2) (76) 97 (6) 13 2016 2,882 156 (97) 6 2,947 2016 25.1 %	(8)% (1)% Basis Point Change
Other (income) expense, net, GAAP Global Growth and Efficiency Program Gain on sale of land in Mexico Charge for a previously disclosed litigation matter Other (income) expense, net, non-GAAP Operating Profit Operating profit, GAAP Global Growth and Efficiency Program Gain on sale of land in Mexico Charge for a previously disclosed litigation matter Operating profit, non-GAAP Operating Profit Margin Operating profit margin, GAAP Global Growth and Efficiency Program	\$	163 (135) 28 2017 2,665 246 2,911 2,911 2017 23.0 % 2.2 %	\$	(2) (76) 97 (6) 13 2016 2,882 156 (97) 6 2,947 2016 25.1 % 1.4 %	(8)% (1)% Basis Point Change
Other (income) expense, net, GAAP Global Growth and Efficiency Program Gain on sale of land in Mexico Charge for a previously disclosed litigation matter Other (income) expense, net, non-GAAP Operating Profit Operating profit, GAAP Global Growth and Efficiency Program Gain on sale of land in Mexico Charge for a previously disclosed litigation matter Operating profit, non-GAAP Operating profit margin, GAAP Global Growth and Efficiency Program Gain on sale of land in Mexico	\$	163 (135) 28 2017 2,665 246 2,911 2,911 23.0 % 2.2 % %	\$	(2) (76) 97 (6) 13 2016 2,882 156 (97) 6 2,947 2016 25.1 % 1.4 % (0.8)%	(8)% (1)% Basis Point Change

Colgate-Palmolive Company

Non-GAAP Reconciliations

For the Nine Months Ended September 30, 2017 and 2016

(Dollars in Millions Except Per Share Amounts) (Unaudited)

				2017						
	Income Before Income Taxes	ovision For ome Taxes ⁽¹⁾			Net Income Attributable To Colgate- Palmolive Company		Effective Income Tax Rate ⁽²⁾	E	Diluted Carnings r Share ⁽³⁾	
As Reported GAAP	\$ 2,591	\$ 770	\$	1,821	\$	1,701	29.7 %	\$	1.91	
Global Growth and Efficiency Program	246	61		185		185	(0.4)%		0.21	
Non-GAAP	\$ 2,837	\$ 831	\$	2,006	\$	1,886	29.3 %	\$	2.12	

2016												
E In	Before icome	Provision For Income Taxes ⁽¹⁾		Net Income Including Noncontrolling Interests		Less: Income Attributable To Noncontrolling Interests		Net Income Attributable To Colgate- Palmolive Company		Effective Income Tax Rate ⁽²⁾	Diluted Earnings Per Share ⁽³⁾	
\$	2,804	\$	846	\$	1,958	\$	123	\$	1,835	30.2 %	\$	2.04
	156		41		115		1		114	(0.2)%		0.13
	(97)		(34)		(63)		—		(63)	(0.2)%		(0.07)
	_		35		(35)		_		(35)	1.2 %		(0.04)
	6		2	_	4		_		4	- %		_
\$	2,869	\$	890	\$	1,979	\$	124	\$	1,855	31.0 %	\$	2.06
	E Li	156 (97) 6	Before Income Taxes In Ta \$ 2,804 \$ 156 (97) 6	Before Income Taxes For Income Taxes ⁽¹⁾ \$ 2,804 \$ 846 156 41 (97) (34) - 35 6 2	Before Income Taxes For Income Taxes ⁽¹⁾ Inch Noncor Internation (1) \$ 2,804 \$ 846 \$ 156 41 (97) (34) 35 6 2	Before Income Taxes For Income Taxes ⁽¹⁾ Including Noncontrolling Interests \$ 2,804 \$ 846 \$ 1,958 156 41 115 (97) (34) (63) - 35 (35) 6 2 4	Income Before Income TaxesProvision For Income Taxes(I)Net Income Including InterestsAttr\$ 2,804\$ 846\$ 0,000 \$ 156\$ 0,000 \$ 1,958\$ 0,000 \$ 1,958Nonco In \$ 0,000 \$ 1,95815641115(97)(34)(63)-35(35)624	Income Before Income TaxesProvision For Income TaxesNet Income Including InterestsLess: Income Attributable To Noncontrolling Interests\$ 2,804\$ 846Net Income Including InterestsLess: Income Attributable To Noncontrolling Interests\$ 2,804\$ 846\$ 1,958123156411151(97)(34)(63)35(35)624	Income Before TaxesProvision For Income Taxes(1)Net Income Including InterestsLess: Income Attributable To Noncontrolling InterestsNet Attributable To Noncontrolling InterestsNet Attributable To Noncontrolling InterestsNet Attributable To Noncontrolling InterestsNet Attributable To Noncontrolling InterestsNet Attributable To Noncontrolling InterestsNet Attributable To Noncontrolling InterestsNet Attributable 	Income Before Income TaxesProvision For Income Taxes(1)Net Income Including InterestsLess: Income Attributable To Noncontrolling InterestsNet Income Attributable To Noncontrolling InterestsNet Income Attributable To Noncontrolling InterestsNet Income Attributable To Noncontrolling InterestsNet Income Attributable To Noncontrolling InterestsNet Income Attributable To Colgate- Palmolive Company156411151114(97)(34)(63)-(63)-35(35)-(35)624-4	$\begin{tabular}{ c c c c c c c c c c c c c c c c c c c$	$\begin{tabular}{ c c c c c c c c c c c c c c c c c c c$

Notes:

(1) The income tax effect on non-GAAP items is calculated based upon the tax laws and statutory income tax rates applicable in the tax jurisdiction(s) of the underlying non-GAAP adjustment.

(2) The impact of non-GAAP items on the Company's effective tax rate represents the difference in the effective tax rate calculated with and without the non-GAAP adjustment on Income before income taxes and Provision for income taxes.

(3) The impact of non-GAAP adjustments on Diluted earnings per share may not necessarily equal the difference between GAAP and non-GAAP as a result of rounding.

Table 9 Continued