Colgate-Palmolive Company

Non-GAAP Reconciliations

For the Twelve Months Ended December 31, 2013 and 2012

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

Gross Profit	2013	2012	
Gross profit, GAAP	\$ 10,201	\$ 9,932	
2012 Restructuring Program	32	2	
Costs related to the sale of land in Mexico	15	24 5	
Business realignment and other cost-saving initiatives Gross profit, non-GAAP	\$ 10,248	\$ 9,963	
Gloss profit, flori-GAAI	\$ 10,240	\$ 9,903	
			Basis Point
Gross Profit Margin	2013	2012	Change
Gross profit margin, GAAP	58.6%	58.1%	50
2012 Restructuring Program	0.2%	-	
Costs related to the sale of land in Mexico	-	0.2%	
Gross profit margin, non-GAAP	58.8%	58.3%	50
Selling, General and Administrative Expenses	2013	2012	
Selling, general and administrative expenses, GAAP	\$ 6,223	\$ 5,930	
2012 Restructuring Program	(137)	(6)	
Business realignment and other cost-saving initiatives Selling, general and administrative expenses, non-GAAP	\$ 6,086	\$ 5,910	
Sening, general and administrative expenses, non-GAAr	\$ 0,000	\$ 3,910	
			Basis Point
Selling, General and Administrative Expenses as a Percentage of Net Sales	2013	2012	Change
Selling, general and administrative expenses as a percentage of Net sales, GAAP	35.7%	34.7%	100
2012 Restructuring Program	(0.8%)	-	
Business realignment and other cost-saving initiatives		(0.1%)	
Selling, general and administrative expenses as a percentage of Net sales, non-GAAP	34.9%	34.6%	30
Other (Income) Expense, Net	2013	2012	
Other (income) expense, net, GAAP	\$ 422	\$ 113	
2012 Restructuring Program	(202)	(81)	
Venezuela devaluation charge	(172)	-	
Charge for a French competition law matter Costs related to the sale of land in Mexico	(23)	-	
Business realignment and other cost-saving initiatives	(3)	(2)	
Other (income) expense, net, non-GAAP	\$ 22	\$ 30	
one (mone) expense, net, non-ordin	Ψ 22	<u> </u>	
Operating Profit	2013	2012	% Change
			(9%)
Operating profit, GAAP	\$ 3,556	\$ 3,889	(270)
Operating profit, GAAP 2012 Restructuring Program	\$ 3,556 371	\$ 3,889 89	(370)
			(570)
2012 Restructuring Program	371 172 23	89 - -	(370)
2012 Restructuring Program Venezuela devaluation charge	371 172	89 - - 24	(278)
2012 Restructuring Program Venezuela devaluation charge Charge for a French competition law matter Costs related to the sale of land in Mexico Business realignment and other cost-saving initiatives	371 172 23 18	89 - - 24 21	
2012 Restructuring Program Venezuela devaluation charge Charge for a French competition law matter Costs related to the sale of land in Mexico	371 172 23	89 - - 24	3%
2012 Restructuring Program Venezuela devaluation charge Charge for a French competition law matter Costs related to the sale of land in Mexico Business realignment and other cost-saving initiatives	371 172 23 18	89 - - 24 21	3%
2012 Restructuring Program Venezuela devaluation charge Charge for a French competition law matter Costs related to the sale of land in Mexico Business realignment and other cost-saving initiatives Operating profit, non-GAAP	371 172 23 18 \$ 4,140	89 - - 24 21 \$ 4,023	3% Basis Point
2012 Restructuring Program Venezuela devaluation charge Charge for a French competition law matter Costs related to the sale of land in Mexico Business realignment and other cost-saving initiatives Operating profit, non-GAAP Operating Profit Margin	371 172 23 18 - \$ 4,140	89 - - 24 21 \$ 4,023	3% Basis Point Change
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⁽¹⁾ The impact of non-GAAP adjustments on the diluted earnings per share may not necessarily equal the difference between "GAAP" and "non-GAAP" as a result of rounding.

⁽²⁾ As a result of the two-for-one stock split, effective May 15, 2013, all historical per share data and number of shares were retroactively adjusted. Diluted earnings per share were computed independently for each quarter and the year to date period presented. As a result of the stock split, changes in shares outstanding during the year and rounding, the sum of the quarters' earnings per share may not necessarily equal the earnings per share for the year to date period.