Colgate-Palmolive Company

Non-GAAP Reconciliations

For the Six Months Ended June 30, 2014 and 2013

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

Gross Profit	2014	2013	
Gross profit, GAAP	\$ 5,076	\$ 5,049	
2012 Restructuring Program	16	18	
Costs related to the sale of land in Mexico	3	8	
Gross profit, non-GAAP	\$ 5,095	\$ 5,075	
	\$ 5,675	φ 5,675	
			Basis Point
Care Bach Maria	2014	2013	
Gross Profit Margin			Change
Gross profit margin, GAAP	58.5%	58.3%	20
2012 Restructuring Program	0.2%	0.2%	
Costs related to the sale of land in Mexico	- %	0.1%	
Gross profit margin, non-GAAP	58.7%	58.6%	10
Selling, General and Administrative Expenses	2014	2013	
Selling, general and administrative expenses, GAAP	\$ 3,051	\$ 3,062	
2012 Restructuring Program	(29)	(22)	
Selling, general and administrative expenses, non-GAAP	\$ 3,022	\$ 3,040	
			Basis Point
Selling, General and Administrative Expenses as a Percentage of Net Sales	2014	2013	Change
Selling, general and administrative expenses as a percentage of Net sales, GAAP	35.2%	35.4%	(20)
2012 Restructuring Program	(0.4%)	(0.3%)	
Selling, general and administrative expenses as a percentage of Net sales, non-GAAP	34.8%	35.1%	(30)
Other (Income) Expense, Net	2014	2013	
Other (income) expense, net, GAAP	\$ 411	\$ 339	
2012 Restructuring Program	5 411 (131)	5 339 (128)	
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Venezuela remeasurement charges	(266)	(172)	
Costs related to the sale of land in Mexico	-	(3)	
Charge for a French competition law matter	-	(18)	
Other (income) expense, net, non-GAAP	\$ 14	\$ 18	
Operating Profit	2014	2013	% Change
Operating Profit Operating profit, GAAP	\$ 1,614	\$ 1,648	% Change (2%)
Operating profit, GAAP	\$ 1,614	\$ 1,648	
Operating profit, GAAP 2012 Restructuring Program	\$ 1,614 176	\$ 1,648 168	
Operating profit, GAAP 2012 Restructuring Program Venezuela remeasurement charges	\$ 1,614 176 266	\$ 1,648 168 172	
Operating profit, GAAP 2012 Restructuring Program Venezuela remeasurement charges Costs related to the sale of land in Mexico	\$ 1,614 176 266	\$ 1,648 168 172 11	
Operating profit, GAAP 2012 Restructuring Program Venezuela remeasurement charges Costs related to the sale of land in Mexico Charge for a French competition law matter	\$ 1,614 176 266 3	\$ 1,648 168 172 11 18	(2%)
Operating profit, GAAP 2012 Restructuring Program Venezuela remeasurement charges Costs related to the sale of land in Mexico Charge for a French competition law matter	\$ 1,614 176 266 3	\$ 1,648 168 172 11 18	(2%)
Operating profit, GAAP 2012 Restructuring Program Venezuela remeasurement charges Costs related to the sale of land in Mexico Charge for a French competition law matter	\$ 1,614 176 266 3	\$ 1,648 168 172 11 18	(2%)
Operating profit, GAAP 2012 Restructuring Program Venezuela remeasurement charges Costs related to the sale of land in Mexico Charge for a French competition law matter Operating profit, non-GAAP Operating Profit Margin	\$ 1,614 176 266 3 - \$ 2,059	\$ 1,648 168 172 11 18 \$ 2,017	(2%)
Operating profit, GAAP 2012 Restructuring Program Venezuela remeasurement charges Costs related to the sale of land in Mexico Charge for a French competition law matter Operating profit, non-GAAP	\$ 1,614 176 266 3 • \$ 2,059 2014	\$ 1,648 168 172 11 18 \$ 2,017 2013	(2%) 2% Basis Point Change
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Operating profit, GAAP 2012 Restructuring Program Venezuela remeasurement charges Costs related to the sale of land in Mexico Charge for a French competition law matter Operating profit, non-GAAP Operating Profit Margin Operating profit margin, GAAP 2012 Restructuring Program Venezuela remeasurement charges	\$ 1,614 176 266 3 • • • 2,059 2014 18.6 % 2,0%	\$ 1,648 168 172 11 <u>18</u> \$ 2,017 2013 <u>2013</u> <u>2013</u> 2.0% 2.0%	(2%) 2% Basis Point Change
Operating profit, GAAP 2012 Restructuring Program Venezuela remeasurement charges Costs related to the sale of land in Mexico Charge for a French competition law matter Operating profit, non-GAAP Operating Profit Margin Operating profit margin, GAAP 2012 Restructuring Program	\$ 1,614 176 266 3 \$ 2,059 2014 18.6 % 2.0% 3.1%	\$ 1,648 168 172 11 18 \$ 2,017 2013 19.0% 2.0% 0.1%	(2%) 2% Basis Point Change
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Operating profit, GAAP 2012 Restructuring Program Venezuela remeasurement charges Costs related to the sale of land in Mexico Charge for a French competition law matter Operating profit, non-GAAP Operating Profit Margin Operating profit margin, GAAP 2012 Restructuring Program Venezuela remeasurement charges Costs related to the sale of land in Mexico Charge for a French competition law matter Operating profit margin, non-GAAP Net Income Attributable to Colgate-Palmolive Company Net income attributable to Colgate-Palmolive Company, GAAP 2012 Restructuring Program Venezuela remeasurement charges Costs related to the sale of land in Mexico Charge for a French competition law matter Operating profit margin, non-GAAP	\$ 1,614 176 266 3 - \$ 2,059 2014 18.6 % 2.0% 3.1% - % 23.7% 2014 \$ 1,010 126 174 2 \$ 1,312 2014	\$ 1,648 168 172 11 18 \$ 2,017 2013 19.0% 2.0% 2.0% 2.0% 2.0% 2.0% 2.0% 2.0% 2.0% 2.0% 2.0% 2.3.3% 2013 \$ 1,021 131 111 7 18 \$ 1,021 131 111 7 18 \$ 1,021 131 111 7 18 \$ 1,021 131 111 18 \$ 1,021 131 111 18 \$ 1,021 131 111 18 \$ 1,021 131 111 18 \$ 1,021 131 111 18 \$ 1,021 131 111 18 \$ 1,021 131 111 18 \$ 1,021 131 111 131 111 14 14 15 1,025 10,07 10,07 10,07 10,07 10,07 10,07 10,07 10,07 10,07 10,07 10,07 10,07 10,07 10,07 10,07 10,07 10,07 10,07 10,07 10,07 10,07 10,07 10,07 10,07 10,07 10,07 10,07 10,07 10,07 10,07 10,07 10,07 10,07 10,07 10,07 10,07 10,07 10,07 10,07 10,07 10,07 10,07 10,07 10,07 10,07 10,07 10,07 10,07 10,07 10,07 10,07 10,07 10,07 10,07 10,07 10,07 10,07 10,07 10,07 10,07 10,07 10,07 10,07 10,07 10,07 10,07 10,07 10,07 10,07 10,07 10,07 10,07 10,07 10,07 10,07 10,07 10,07 10,07 10,07 10,07 10,07 10,07 10,07 10,07 10,07 10,07 10,07 10,07 10,07 10,07 10,07 10,07 10,07 10,07 10,07 10,07 10,07 10,07 10,07 10,07 10,07 10,07 10,07 10,07 10,07 10,07 10,07 10,07 10,07 10,07 10,07 10,07 10,07 10,07 10,07 10,07 10,07 10,07 10,07 10,07 10,07 10,07 10,07 10,07 10,07 10,07 10,07 10,07 10,07 10,07 10,07 10,07 10,07 10,07 10,07 10,07 10,07 10,07 10,07 10,07 10,07 10,07 10,07 10,07 10,07 10,07 10,07 10,07 10,07 10,07 10,07 10,07 10,07 10,07 10,07 10,07 10,07 10,07 10,07 10,07 10,07 10,07 10,07 10,07 10,07 10,07 10,07 10,07 10,07 10,07 10,07 10,07 10,07 10,07 10,07 10,07 10,07 10,07 10,07 10,07 10,07 10,07 10,07 10,07 10,07 10,07 10,07 10,07 10,07 10,07 10,07 10,07 10,07 10,07 10,07 10,07 10,07 10,07 10,07 10,07 10,07 10,07 10,07 10,07 10,07 10,07 10,07 10,07 10,07 10,07 10,07 10,07 10,07 10,07 10,07 10,07 10,07 10,07 10,07 10,07 10,07 10,07 10,07 10,07 10,07 10,07 10,07 10,07 10,07 10,07 10,07 10,07 10,07 10,07	(2%) 2% Basis Point Change (40) 40 (1%) 2% % Change
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⁽¹⁾ 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.

⁽²⁾ Basic and diluted earnings per share are computed independently for each quarter and any year-to-date period presented. As a result of 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 any year-to-date period.