

Table 9

Colgate-Palmolive Company

Non-GAAP Reconciliations

For the Twelve Months Ended December 31, 2024 vs. 2023

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

	2024	2023	
Gross Profit			
Gross profit, GAAP	\$ 12,161	\$ 11,326	
2022 Global Productivity Initiative	20	1	
Gross profit, non-GAAP	<u>\$ 12,181</u>	<u>\$ 11,327</u>	
Gross Profit Margin			Basis Point Change
Gross profit margin, GAAP	60.5 %	58.2 %	230
2022 Global Productivity Initiative	0.1 %	— %	
Gross profit margin, non-GAAP	<u>60.6 %</u>	<u>58.2 %</u>	<u>240</u>
Selling, General and Administrative Expenses			
Selling, general and administrative expenses, GAAP	\$ 7,729	\$ 7,151	
2022 Global Productivity Initiative	(6)	(2)	
Selling, general and administrative expenses, non-GAAP	<u>\$ 7,723</u>	<u>\$ 7,149</u>	
Selling, General and Administrative Expenses as a Percentage of Net Sales			Basis Point Change
Selling, general and administrative expenses as a percentage of Net sales, GAAP	38.5 %	36.8 %	170
2022 Global Productive Initiative	(0.1)%	(0.1)%	
Selling, general and administrative expenses as a percentage of Net sales, non-GAAP	<u>38.4 %</u>	<u>36.7 %</u>	<u>170</u>
Other (Income) Expense, Net			
Other (income) expense, net, GAAP	\$ 164	\$ 191	
2022 Global Productivity Initiative	(59)	(24)	
Product recall costs	—	(25)	
Other (income) expense, net, non-GAAP	<u>\$ 105</u>	<u>\$ 142</u>	
Operating Profit			% Change
Operating profit, GAAP	\$ 4,268	\$ 3,984	7 %
2022 Global Productivity Initiative	85	27	
Product recall costs	—	25	
Operating profit, non-GAAP	<u>\$ 4,353</u>	<u>\$ 4,036</u>	<u>8 %</u>
Operating Profit Margin			Basis Point Change
Operating profit margin, GAAP	21.2 %	20.5 %	70
2022 Global Productivity Initiative	0.5 %	0.1 %	
Product recall costs	— %	0.1 %	
Operating profit margin, non-GAAP	<u>21.7 %</u>	<u>20.7 %</u>	<u>100</u>
Non-Service Related Post Retirement Cost			
Non-service related post retirement cost, GAAP	\$ 87	\$ 360	
ERISA litigation matter	—	(267)	
2022 Global Productivity Initiative	—	(5)	
Non-service post retirement cost, non-GAAP	<u>\$ 87</u>	<u>\$ 88</u>	

Table 9
Continued

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Non-GAAP Reconciliations

For the Twelve Months Ended December 31, 2024 vs. 2023

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

	2024						
	Income Before Income Taxes	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
As Reported GAAP	\$ 3,956	\$ 907	\$ 3,049	\$ 160	\$ 2,889	22.9 %	\$ 3.51
2022 Global Productivity Initiative	85	12	73	—	73	(0.2)%	0.09
Non-GAAP	<u>\$ 4,041</u>	<u>\$ 919</u>	<u>\$ 3,122</u>	<u>\$ 160</u>	<u>\$ 2,962</u>	<u>22.7 %</u>	<u>\$ 3.60</u>
	2023						
	Income Before Income Taxes	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
As Reported GAAP	\$ 3,392	\$ 937	\$ 2,455	\$ 155	\$ 2,300	27.6 %	\$ 2.77
ERISA litigation matter	267	55	212	—	212	(0.5)%	0.26
Foreign tax matter	—	(126)	126	—	126	(3.4)%	0.15
2022 Global Productivity Initiative	32	6	26	1	25	(0.1)%	0.03
Product recall costs	25	6	19	—	19	— %	0.02
Non-GAAP	<u>\$ 3,716</u>	<u>\$ 878</u>	<u>\$ 2,838</u>	<u>\$ 156</u>	<u>\$ 2,682</u>	<u>23.6 %</u>	<u>\$ 3.23</u>

The impact of non-GAAP adjustments may not necessarily equal the difference between “GAAP” and “non-GAAP” as a result of rounding.

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.