## Colgate-Palmolive Company

## Non-GAAP Reconciliations

## For the Three Months Ended December 31, 2013 and 2012

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

Gross Profit	2013	2012	
Gross profit, GAAP	\$ 2,567 6	\$ 2,505 2	
2012 Restructuring Program Costs related to the sale of land in Mexico	4	4	
Gross profit, non-GAAP	\$ 2,577	\$ 2,511	
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			<b>Basis Point</b>
Gross Profit Margin	2013	2012	Change
Gross profit margin, GAAP	58.9%	58.4%	50
2012 Restructuring Program Costs related to the sale of land in Mexico	0.1% 0.1%	0.1% 0.1%	
Gross profit margin, non-GAAP	59.1%	58.6%	50
Selling, General and Administrative Expenses	2013	2012	
Selling, general and administrative expenses, GAAP	\$ 1,612	\$ 1,487	
2012 Restructuring Program	(106) \$ 1,506	(6) \$ 1,481	
Selling, general and administrative expenses, non-GAAP	\$ 1,506	\$ 1,401	
			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	37.0%	34.7%	230
2012 Restructuring Program	(2.5%)	(0.1)%	
Selling, general and administrative expenses as a percentage of Net sales, non-GAAP	34.5%	34.6%	(10)
Other (Income) Expense, Net	2013	2012	
Other (income) expense, net, GAAP	\$ 63	\$ 76	
2012 Restructuring Program	(61)	(81)	
Charge for a French competition law matter	(5)		
Other (income) expense, net, non-GAAP	\$ (3)	\$ (5)	
Operating Profit	2013	2012	% Change
<b>Operating Profit</b> Operating profit, GAAP	\$ 892	\$ 942	% Change (5%)
Operating profit, GAAP 2012 Restructuring Program	\$ 892 173	\$ 942 89	
Operating profit, GAAP 2012 Restructuring Program Charge for a French competition law matter	\$ 892 173 5	\$ 942 89 -	
Operating profit, GAAP 2012 Restructuring Program Charge for a French competition law matter Costs related to the sale of land in Mexico	\$ 892 173 5 4	\$ 942 89 - 4	(5%)
Operating profit, GAAP 2012 Restructuring Program Charge for a French competition law matter	\$ 892 173 5	\$ 942 89 -	
Operating profit, GAAP 2012 Restructuring Program Charge for a French competition law matter Costs related to the sale of land in Mexico	\$ 892 173 5 4	\$ 942 89 - 4	(5%)
Operating profit, GAAP 2012 Restructuring Program Charge for a French competition law matter Costs related to the sale of land in Mexico	\$ 892 173 5 4	\$ 942 89 - 4	(5%)
Operating profit, GAAP 2012 Restructuring Program Charge for a French competition law matter Costs related to the sale of land in Mexico Operating profit, non-GAAP Operating Profit Margin Operating profit margin, GAAP	\$ 892 173 5 4 \$ 1,074 2013 20.5%	\$ 942 89 - \$ 1,035 2012 22.0%	(5%) 4% Basis Point
Operating profit, GAAP 2012 Restructuring Program Charge for a French competition law matter Costs related to the sale of land in Mexico Operating profit, non-GAAP Operating Profit Margin Operating profit margin, GAAP 2012 Restructuring Program	\$ 892 173 5 4 \$ 1,074 2013 20.5% 3.9%	\$ 942 89 4 \$ 1,035 2012 22.0% 2.0%	(5%) 4% Basis Point Change
Operating profit, GAAP 2012 Restructuring Program Charge for a French competition law matter Costs related to the sale of land in Mexico Operating profit, non-GAAP Operating Profit Margin Operating profit margin, GAAP 2012 Restructuring Program Charge for a French competition law matter	\$ 892 173 5 4 \$ 1,074 2013 20.5% 3.9% 0.1%	\$ 942 89 - \$ 1,035 2012 22.0% 2.0% -	(5%) 4% Basis Point Change
Operating profit, GAAP 2012 Restructuring Program Charge for a French competition law matter Costs related to the sale of land in Mexico Operating profit, non-GAAP Operating Profit Margin Operating profit margin, GAAP 2012 Restructuring Program Charge for a French competition law matter Costs related to the sale of land in Mexico	\$ 892 173 5 4 \$ 1,074 2013 20.5% 3.9% 0.1% 0.1%	\$ 942 89 - \$ 1,035 2012 22.0% 2.0% - 0.1%	(5%) 4% Basis Point Change (150)
Operating profit, GAAP 2012 Restructuring Program Charge for a French competition law matter Costs related to the sale of land in Mexico Operating profit, non-GAAP Operating Profit Margin Operating profit margin, GAAP 2012 Restructuring Program Charge for a French competition law matter	\$ 892 173 5 4 \$ 1,074 2013 20.5% 3.9% 0.1%	\$ 942 89 - \$ 1,035 2012 22.0% 2.0% -	(5%) 4% Basis Point Change
Operating profit, GAAP 2012 Restructuring Program Charge for a French competition law matter Costs related to the sale of land in Mexico Operating profit, non-GAAP Operating Profit Margin Operating profit margin, GAAP 2012 Restructuring Program Charge for a French competition law matter Costs related to the sale of land in Mexico	\$ 892 173 5 4 \$ 1,074 2013 20.5% 3.9% 0.1% 0.1%	\$ 942 89 - \$ 1,035 2012 22.0% 2.0% - 0.1%	(5%) 4% Basis Point Change (150)
Operating profit, GAAP 2012 Restructuring Program Charge for a French competition law matter Costs related to the sale of land in Mexico Operating profit, non-GAAP Operating profit Margin Operating profit margin, GAAP 2012 Restructuring Program Charge for a French competition law matter Costs related to the sale of land in Mexico Operating profit margin, non-GAAP Net Income Attributable to Colgate-Palmolive Company	\$ 892 173 5 4 \$ 1,074 2013 20.5% 3.9% 0.1% 0.1% 0.1% 24.6% 2013	\$ 942 89 - 4 \$ 1,035 2012 22.0% 2.0% - 0.1% 24.1% 2012	(5%) 4% Basis Point Change (150) 50 % Change
Operating profit, GAAP 2012 Restructuring Program Charge for a French competition law matter Costs related to the sale of land in Mexico Operating profit, non-GAAP Operating profit Margin Operating profit margin, GAAP 2012 Restructuring Program Charge for a French competition law matter Costs related to the sale of land in Mexico Operating profit margin, non-GAAP Net Income Attributable to Colgate-Palmolive Company, GAAP	\$ 892 173 5 4 \$ 1,074 2013 20.5% 3.9% 0.1% 0.1% 0.1% 24.6% 2013 \$ 564	\$ 942 89 4 \$ 1,035 2012 22.0% 2.0% 2.0% - 0.1% 24.1% 2012 \$ 598	(5%) 4% Basis Point Change (150) 50
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<sup>(1)</sup> 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.

<sup>(2)</sup> 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 presented.