

## Colgate-Palmolive Company

## Non-GAAP Reconciliations

For the Three Months Ended December 31, 2013 and 2012

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

<b>Gross Profit</b>	<b>2013</b>	<b>2012</b>	
Gross profit, GAAP	\$ 2,567	\$ 2,505	
2012 Restructuring Program	6	2	
Costs related to the sale of land in Mexico	4	4	
Gross profit, non-GAAP	<u>\$ 2,577</u>	<u>\$ 2,511</u>	
<b>Gross Profit Margin</b>	<b>2013</b>	<b>2012</b>	<b>Basis Point Change</b>
Gross profit margin, GAAP	58.9%	58.4%	50
2012 Restructuring Program	0.1%	0.1%	
Costs related to the sale of land in Mexico	0.1%	0.1%	
Gross profit margin, non-GAAP	<u>59.1%</u>	<u>58.6%</u>	<u>50</u>
<b>Selling, General and Administrative Expenses</b>	<b>2013</b>	<b>2012</b>	
Selling, general and administrative expenses, GAAP	\$ 1,612	\$ 1,487	
2012 Restructuring Program	(106)	(6)	
Selling, general and administrative expenses, non-GAAP	<u>\$ 1,506</u>	<u>\$ 1,481</u>	
<b>Selling, General and Administrative Expenses as a Percentage of Net Sales</b>	<b>2013</b>	<b>2012</b>	<b>Basis Point Change</b>
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	<u>34.5%</u>	<u>34.6%</u>	<u>(10)</u>
<b>Other (Income) Expense, Net</b>	<b>2013</b>	<b>2012</b>	
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	<u>\$ (3)</u>	<u>\$ (5)</u>	
<b>Operating Profit</b>	<b>2013</b>	<b>2012</b>	<b>% Change</b>
Operating profit, GAAP	\$ 892	\$ 942	(5%)
2012 Restructuring Program	173	89	
Charge for a French competition law matter	5	-	
Costs related to the sale of land in Mexico	4	4	
Operating profit, non-GAAP	<u>\$ 1,074</u>	<u>\$ 1,035</u>	<u>4%</u>
<b>Operating Profit Margin</b>	<b>2013</b>	<b>2012</b>	<b>Basis Point Change</b>
Operating profit margin, GAAP	20.5%	22.0%	(150)
2012 Restructuring Program	3.9%	2.0%	
Charge for a French competition law matter	0.1%	-	
Costs related to the sale of land in Mexico	0.1%	0.1%	
Operating profit margin, non-GAAP	<u>24.6%</u>	<u>24.1%</u>	<u>50</u>
<b>Net Income Attributable to Colgate-Palmolive Company</b>	<b>2013</b>	<b>2012</b>	<b>% Change</b>
Net income attributable to Colgate-Palmolive Company, GAAP	\$ 564	\$ 598	(6%)
2012 Restructuring Program	125	70	
Charge for a French competition law matter	5	-	
Costs related to the sale of land in Mexico	3	3	
Net income attributable to Colgate-Palmolive Company, non-GAAP	<u>\$ 697</u>	<u>\$ 671</u>	<u>4%</u>
<b>Earnings Per Common Share, Diluted</b> <sup>(1) (2)</sup>	<b>2013</b>	<b>2012</b>	<b>% Change</b>
Diluted earnings per common share, GAAP	\$ 0.60	\$ 0.63	(5%)
2012 Restructuring Program	0.14	0.07	
Charge for a French competition law matter	0.01	-	
Costs related to the sale of land in Mexico	-	-	
Diluted earnings per common share, non-GAAP	<u>\$ 0.75</u>	<u>\$ 0.70</u>	<u>7%</u>

<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.