

Colgate-Palmolive Company

Non-GAAP Reconciliations

For the Three Months Ended June 30, 2014 and 2013

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

Gross Profit	2014	2013	
Gross profit, GAAP	\$ 2,552	\$ 2,534	
2012 Restructuring Program	6	10	
Costs related to the sale of land in Mexico	2	4	
Gross profit, non-GAAP	<u>\$ 2,560</u>	<u>\$ 2,548</u>	
Gross Profit Margin	2014	2013	Basis Point Change
Gross profit margin, GAAP	58.6%	58.3%	30
2012 Restructuring Program	0.2%	0.2%	
Costs related to the sale of land in Mexico	- %	0.1%	
Gross profit margin, non-GAAP	<u>58.8%</u>	<u>58.6%</u>	<u>20</u>
Selling, General and Administrative Expenses	2014	2013	
Selling, general and administrative expenses, GAAP	\$ 1,507	\$ 1,526	
2012 Restructuring Program	(12)	(14)	
Selling, general and administrative expenses, non-GAAP	<u>\$ 1,495</u>	<u>\$ 1,512</u>	
Selling, General and Administrative Expenses as a Percentage of Net Sales	2014	2013	Basis Point Change
Selling, general and administrative expenses as a percentage of Net sales, GAAP	34.6%	35.1%	(50)
2012 Restructuring Program	(0.2%)	(0.3%)	
Selling, general and administrative expenses as a percentage of Net sales, non-GAAP	<u>34.4%</u>	<u>34.8%</u>	<u>(40)</u>
Other (Income) Expense, Net	2014	2013	
Other (income) expense, net, GAAP	\$ 65	\$ 102	
2012 Restructuring Program	(56)	(78)	
Costs related to the sale of land in Mexico	-	(2)	
Charge for a French competition law matter	-	(18)	
Other (income) expense, net, non-GAAP	<u>\$ 9</u>	<u>\$ 4</u>	
Operating Profit	2014	2013	% Change
Operating profit, GAAP	\$ 980	\$ 906	8%
2012 Restructuring Program	74	102	
Costs related to the sale of land in Mexico	2	6	
Charge for a French competition law matter	-	18	
Operating profit, non-GAAP	<u>\$ 1,056</u>	<u>\$ 1,032</u>	<u>2%</u>
Operating Profit Margin	2014	2013	Basis Point Change
Operating profit margin, GAAP	22.5%	20.8%	170
2012 Restructuring Program	1.7%	2.4%	
Costs related to the sale of land in Mexico	0.1%	0.1%	
Charge for a French competition law matter	- %	0.4%	
Operating profit margin, non-GAAP	<u>24.3%</u>	<u>23.7%</u>	<u>60</u>
Net Income Attributable to Colgate-Palmolive Company	2014	2013	% Change
Net income attributable to Colgate-Palmolive Company, GAAP	\$ 622	\$ 561	11%
2012 Restructuring Program	53	79	
Costs related to the sale of land in Mexico	1	4	
Charge for a French competition law matter	-	18	
Net income attributable to Colgate-Palmolive Company, non-GAAP	<u>\$ 676</u>	<u>\$ 662</u>	<u>2%</u>
Diluted Earnings Per Common Share⁽¹⁾	2014	2013	% Change
Diluted earnings per common share, GAAP	\$ 0.67	\$ 0.60	12%
2012 Restructuring Program	0.06	0.08	
Costs related to the sale of land in Mexico	-	-	
Charge for a French competition law matter	-	0.02	
Diluted earnings per common share, non-GAAP	<u>\$ 0.73</u>	<u>\$ 0.70</u>	<u>4%</u>

⁽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.