

## Colgate-Palmolive Company

## Non-GAAP Reconciliations

For the Three Months Ended March 31, 2016 and 2015

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

<b>Gross Profit</b>	<b>2016</b>	<b>2015</b>	
Gross profit, GAAP	\$ 2,248	\$ 2,392	
2012 Restructuring Program	8	4	
Gross profit, non-GAAP	<u>\$ 2,256</u>	<u>\$ 2,396</u>	
<b>Gross Profit Margin</b>	<b>2016</b>	<b>2015</b>	<b>Basis Point Change</b>
Gross profit margin, GAAP	59.8%	58.8%	100
2012 Restructuring Program	0.2%	0.1%	
Gross profit margin, non-GAAP	<u>60.0%</u>	<u>58.9%</u>	<u>110</u>
<b>Selling, General and Administrative Expenses</b>	<b>2016</b>	<b>2015</b>	
Selling, general and administrative expenses, GAAP	\$ 1,354	\$ 1,450	
2012 Restructuring Program	(26)	(18)	
Selling, general and administrative expenses, non-GAAP	<u>\$ 1,328</u>	<u>\$ 1,432</u>	
<b>Selling, General and Administrative Expenses as a Percentage of Net Sales</b>	<b>2016</b>	<b>2015</b>	<b>Basis Point Change</b>
Selling, general and administrative expenses as a percentage of Net sales, GAAP	36.0%	35.6%	40
2012 Restructuring Program	(0.7%)	(0.4%)	
Selling, general and administrative expenses as a percentage of Net sales, non-GAAP	<u>35.3%</u>	<u>35.2%</u>	<u>10</u>
<b>Other (Income) Expense, Net</b>	<b>2016</b>	<b>2015</b>	
Other (income) expense, net, GAAP	\$ 27	\$ 82	
2012 Restructuring Program	(21)	(78)	
Other (income) expense, net, non-GAAP	<u>\$ 6</u>	<u>\$ 4</u>	
<b>Operating Profit</b>	<b>2016</b>	<b>2015</b>	<b>% Change</b>
Operating profit, GAAP	\$ 867	\$ 860	1%
2012 Restructuring Program	55	100	
Operating profit, non-GAAP	<u>\$ 922</u>	<u>\$ 960</u>	<u>(4%)</u>
<b>Operating Profit Margin</b>	<b>2016</b>	<b>2015</b>	<b>Basis Point Change</b>
Operating profit margin, GAAP	23.0%	21.1%	190
2012 Restructuring Program	1.5%	2.5%	
Operating profit margin, non-GAAP	<u>24.5%</u>	<u>23.6%</u>	<u>90</u>
<b>Net Income Attributable to Colgate-Palmolive Company</b>	<b>2016</b>	<b>2015</b>	<b>% Change</b>
Net income attributable to Colgate-Palmolive Company, GAAP	\$ 533	\$ 542	(2%)
2012 Restructuring Program	38	67	
Net income attributable to Colgate-Palmolive Company, non-GAAP	<u>\$ 571</u>	<u>\$ 609</u>	<u>(6%)</u>
<b>Diluted Earnings Per Common Share<sup>(1)</sup></b>	<b>2016</b>	<b>2015</b>	<b>% Change</b>
Diluted earnings per common share, GAAP	\$ 0.59	\$ 0.59	0%
2012 Restructuring Program	0.04	0.07	
Diluted earnings per common share, non-GAAP	<u>\$ 0.63</u>	<u>\$ 0.66</u>	<u>(5%)</u>

Note:

<sup>(1)</sup>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.