

Colgate-Palmolive Company
2020 Annual Meeting of Stockholders
Friday, May 8, 2020

RULES AND PROCEDURES FOR THE CONDUCT OF THE ANNUAL MEETING

Welcome to the Colgate-Palmolive Company 2020 Annual Meeting of Stockholders. In the interest of a productive and orderly meeting, we thank you for your cooperation in observing the following rules and procedures:

1. The Annual Meeting will follow the agenda provided on the Annual Meeting Website.
2. The only business matters to be conducted at the Annual Meeting are the matters set forth in the Notice of Annual Meeting of Stockholders and 2020 Proxy Statement dated March 25, 2020.
3. Only stockholders as of the close of business on March 9, 2020, the record date for voting at the Annual Meeting, or their duly authorized proxies, are entitled to submit questions and vote at the Annual Meeting. If you have already voted your shares, your vote has been received and there is no need to vote again, unless you wish to revoke or change your vote.
4. During the presentation of stockholder proposals, each presenter will have three minutes to present the proposal. The presenter should restrict their comments to the stockholder proposal being presented.
5. We welcome questions from stockholders. An opportunity will be provided to submit written questions immediately before and during the Annual Meeting using the "Ask a question" text box on the Annual Meeting Website.
6. To allow us to answer questions from as many stockholders as possible, we ask that you please limit yourself to one question per stockholder. We will do our best to answer as many questions as we can during the live question and answer session. Questions from multiple stockholders on the same topic or that are otherwise related may be grouped, summarized and answered together.
7. Stockholders' views, constructive comments and criticisms are welcome, but the Chairman will not address questions that are:
 - a. not pertinent to meeting matters or the business of the Company;
 - b. repetitious of statements made by another stockholder;
 - c. derogatory references to individuals or that are otherwise in bad taste;
 - d. related to personal grievances;
 - e. related to personnel matters such as layoff, termination, demotion, retirement or requests for employment;
 - f. complaints about individual products, questions about where to purchase particular products or suggestions for product and service innovations, which we

suggest you refer, instead, to our consumer affairs department, accessible via the “Contact Us” tab on our Company’s website;

- g. related to pending or threatened litigation; or
 - h. related to a matter of individual concern that is not a matter of interest to stockholders generally.
8. In the event of technical malfunction or other significant problem that disrupts the Annual Meeting, the Chairman may recess or expedite the Annual Meeting, or take such other action that the Chairman determines is appropriate in light of the circumstances.¹
9. If you encounter any technical difficulties accessing the Annual Meeting Website or during the virtual meeting, please call: (800) 586-1548 (toll-free) or (303) 562-9288 (international). Technical support will be available starting thirty minutes prior to the start time of the Annual Meeting.
10. Recording of the Annual Meeting is prohibited. A replay of the Annual Meeting will be available on our Company’s website for approximately one year from the date of the meeting.

We appreciate your participation and observance of these rules and procedures.

¹ In the unlikely event that technical issues prevent the Chairman from hosting the meeting within thirty minutes of the time for which the meeting was called or in the event that the Chairman determines to adjourn the meeting as a result of technical malfunction or other significant problem that disrupts the meeting prior to the conclusion of the formal items of business, the meeting shall be adjourned, to reconvene at 10:00 a.m. EDT on Wednesday, May 13, 2020 at 300 Park Avenue, New York, NY 10022, solely for the purpose of the Secretary convening the meeting in order to adjourn it to a later, to be determined time to reconvene virtually. We would then make an announcement on our investor relations website at <https://investor.colgatepalmolive.com/financial-information/annual-shareholder-meeting> regarding the date for convening the virtual meeting and conducting the business of the meeting.