

Colgate-Palmolive Company

Non-GAAP Reconciliations

For the Nine Months Ended September 30, 2013 and 2012

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

	2013	2012	
Gross Profit			
Gross profit, GAAP	\$ 7,634	\$ 7,427	
2012 Restructuring Program	26	-	
Costs related to the sale of land in Mexico	11	20	
Business realignment and other cost-saving initiatives	-	5	
Gross profit, non-GAAP	<u>\$ 7,671</u>	<u>\$ 7,452</u>	
			Basis Point
Gross Profit Margin	2013	2012	Change
Gross profit margin, GAAP	58.5%	58.0%	50
2012 Restructuring Program	0.2%	-	
Costs related to the sale of land in Mexico	-	0.2%	
Gross profit margin, non-GAAP	<u>58.7%</u>	<u>58.2%</u>	<u>50</u>
Selling, General and Administrative Expenses	2013	2012	
Selling, general and administrative expenses, GAAP	\$ 4,611	\$ 4,443	
2012 Restructuring Program	(31)	-	
Business realignment and other cost-saving initiatives	-	(14)	
Selling, general and administrative expenses, non-GAAP	<u>\$ 4,580</u>	<u>\$ 4,429</u>	
			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	35.3%	34.7%	60
2012 Restructuring Program	(0.2%)	-	
Business realignment and other cost-saving initiatives	-	(0.1%)	
Selling, general and administrative expenses as a percentage of Net sales, non-GAAP	<u>35.1%</u>	<u>34.6%</u>	<u>50</u>
Other (Income) Expense, Net	2013	2012	
Other (income) expense, net, GAAP	\$ 359	\$ 37	
2012 Restructuring Program	(141)	-	
Venezuela devaluation charge	(172)	-	
Charge for a French competition law matter	(18)	-	
Costs related to the sale of land in Mexico	(3)	-	
Business realignment and other cost-saving initiatives	-	(2)	
Other (income) expense, net, non-GAAP	<u>\$ 25</u>	<u>\$ 35</u>	
Operating Profit	2013	2012	% Change
Operating profit, GAAP	\$ 2,664	\$ 2,947	(10%)
2012 Restructuring Program	198	-	
Venezuela devaluation charge	172	-	
Charge for a French competition law matter	18	-	
Costs related to the sale of land in Mexico	14	20	
Business realignment and other cost-saving initiatives	-	21	
Operating profit, non-GAAP	<u>\$ 3,066</u>	<u>\$ 2,988</u>	<u>3%</u>
			Basis Point
Operating Profit Margin	2013	2012	Change
Operating profit margin, GAAP	20.4%	23.0%	(260)
2012 Restructuring Program	1.5%	-	
Venezuela devaluation charge	1.3%	-	
Charge for a French competition law matter	0.2%	-	
Costs related to the sale of land in Mexico	0.1%	0.1%	
Business realignment and other cost-saving initiatives	-	0.2%	
Operating profit margin, non-GAAP	<u>23.5%</u>	<u>23.3%</u>	<u>20</u>
Net Income Attributable to Colgate-Palmolive Company	2013	2012	% Change
Net income attributable to Colgate-Palmolive Company, GAAP	\$ 1,677	\$ 1,874	(11%)
2012 Restructuring Program	153	-	
Venezuela devaluation charge	111	-	
Charge for a French competition law matter	18	-	
Costs related to the sale of land in Mexico	9	15	
Business realignment and other cost-saving initiatives	-	14	
Net income attributable to Colgate-Palmolive Company, non-GAAP	<u>\$ 1,968</u>	<u>\$ 1,903</u>	<u>3%</u>
Earnings Per Common Share, Diluted ^{(1) (2)}	2013	2012	% Change
Diluted earnings per common share, GAAP	\$ 1.78	\$ 1.95	(9%)
2012 Restructuring Program	0.16	-	
Venezuela devaluation charge	0.12	-	
Charge for a French competition law matter	0.02	-	
Costs related to the sale of land in Mexico	0.01	0.02	
Business realignment and other cost-saving initiatives	-	0.01	
Diluted earnings per common share, non-GAAP	<u>\$ 2.09</u>	<u>\$ 1.98</u>	<u>6%</u>

⁽¹⁾ 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.

⁽²⁾ 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 and the year to date period presented. As a result of the stock split, changes in shares outstanding during the year and rounding, the sum of the quarters' earnings per share may not necessarily equal the earnings per share for the year to date period.