Colgate-Palmolive Company

Non-GAAP Reconciliations

For the Nine Months Ended September 30, 2013 and 2012

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

Gross Profit	2013	2012	
Gross profit, GAAP	\$ 7,634	\$ 7,427	
2012 Restructuring Program	26	-	
Costs related to the sale of land in Mexico Business realignment and other cost-saving initiatives	11	20 5	
Gross profit, non-GAAP	\$ 7,671	\$ 7,452	
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			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 Gross profit margin, non-GAAP	58.7%	0.2%	50
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Selling, General and Administrative Expenses	2013	2012	
Selling, general and administrative expenses, GAAP	\$ 4,611	\$ 4,443	
2012 Restructuring Program Business realignment and other cost-saving initiatives	(31)	(14)	
Selling, general and administrative expenses, non-GAAP	\$ 4,580	\$ 4,429	
			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 Business realignment and other cost-saving initiatives	(0.2%)	(0.1%)	
Selling, general and administrative expenses as a percentage of Net sales, non-GAAP	35.1%	34.6%	50
Other (Income) Expense, Net	2013	2012	
Other (income) expense, net, GAAP	\$ 359	\$ 37	
2012 Restructuring Program Venezuela devaluation charge	(141) (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	\$ 25	\$ 35	
Operating Profit	2013	2012	% Change
Operating Profit Operating profit, GAAP	2013 \$ 2,664	2012 \$ 2,947	% Change (10%)
Operating profit, GAAP 2012 Restructuring Program	\$ 2,664 198		
Operating profit, GAAP 2012 Restructuring Program Venezuela devaluation charge	\$ 2,664 198 172		
Operating profit, GAAP 2012 Restructuring Program Venezuela devaluation charge Charge for a French competition law matter	\$ 2,664 198 172 18	\$ 2,947 - - -	
Operating profit, GAAP 2012 Restructuring Program Venezuela devaluation charge Charge for a French competition law matter Costs related to the sale of land in Mexico	\$ 2,664 198 172	\$ 2,947 - - 20	
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Operating profit, GAAP 2012 Restructuring Program Venezuela devaluation charge Charge for a French competition law matter Costs related to the sale of land in Mexico Business realignment and other cost-saving initiatives Operating profit, non-GAAP	\$ 2,664 198 172 18 18 - \$ 3,066	\$ 2,947 - - 20 21 \$ 2,988	(10%) 3% Basis Point
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Operating profit, GAAP 2012 Restructuring Program Venezuela devaluation charge Charge for a French competition law matter Costs related to the sale of land in Mexico Business realignment and other cost-saving initiatives Operating profit, non-GAAP Operating profit Margin Operating profit margin, GAAP 2012 Restructuring Program Venezuela devaluation charge Charge for a French competition law matter Costs related to the sale of land in Mexico	\$ 2,664 198 172 18 14 \$ 3,066 2013 20.4% 1.5% 1.3% 0.2%	\$ 2,947 - - 20 21 \$ 2,988 2012 23.0% - - 0.1%	(10%) 3% Basis Point Change
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⁽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.