

## Colgate-Palmolive Company

## Non-GAAP Reconciliations

For the Six Months Ended June 30, 2013 and 2012

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

	2013	2012	
<b>Gross Profit</b>			
Gross profit, GAAP	\$ 5,049	\$ 4,898	
2012 Restructuring Program	18	-	
Costs related to the sale of land in Mexico	8	13	
Business realignment and other cost-saving initiatives	-	4	
Gross profit, non-GAAP	\$ 5,075	\$ 4,915	
			<b>Basis Point</b>
<b>Gross Profit Margin</b>			<b>Change</b>
Gross profit margin, GAAP	58.3%	57.8%	50
2012 Restructuring Program	0.2%	-	
Costs related to the sale of land in Mexico	0.1%	0.2%	
Gross profit margin, non-GAAP	58.6%	58.0%	60
			<b>Basis Point</b>
<b>Selling, General and Administrative Expenses</b>			<b>Change</b>
Selling, general and administrative expenses, GAAP	\$ 3,062	\$ 2,942	
2012 Restructuring Program	(22)	-	
Business realignment and other cost-saving initiatives	-	(12)	
Selling, general and administrative expenses, non-GAAP	\$ 3,040	\$ 2,930	
			<b>Basis Point</b>
<b>Selling, General and Administrative Expenses as a Percentage of Net Sales</b>			<b>Change</b>
Selling, general and administrative expenses as a percentage of Net sales, GAAP	35.4%	34.7%	70
2012 Restructuring Program	(0.3%)	-	
Business realignment and other cost-saving initiatives	-	(0.1%)	
Selling, general and administrative expenses as a percentage of Net sales, non-GAAP	35.1%	34.6%	50
			<b>Basis Point</b>
<b>Other (Income) Expense, Net</b>			<b>Change</b>
Other (income) expense, net, GAAP	\$ 339	\$ 36	
2012 Restructuring Program	(128)	-	
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	\$ 18	\$ 34	
			<b>% Change</b>
<b>Operating Profit</b>			<b>Change</b>
Operating profit, GAAP	\$ 1,648	\$ 1,920	(14%)
2012 Restructuring Program	168	-	
Venezuela devaluation charge	172	-	
Charge for a French competition law matter	18	-	
Costs related to the sale of land in Mexico	11	13	
Business realignment and other cost-saving initiatives	-	18	
Operating profit, non-GAAP	\$ 2,017	\$ 1,951	3%
			<b>Basis Point</b>
<b>Operating Profit Margin</b>			<b>Change</b>
Operating profit margin, GAAP	19.0%	22.7%	(370)
2012 Restructuring Program	2.0%	-	
Venezuela devaluation charge	2.0%	-	
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	23.3%	23.0%	30
			<b>% Change</b>
<b>Net Income Attributable to Colgate-Palmolive Company</b>			<b>Change</b>
Net income attributable to Colgate-Palmolive Company, GAAP	\$ 1,021	\$ 1,220	(16%)
2012 Restructuring Program	131	-	
Venezuela devaluation charge	111	-	
Charge for a French competition law matter	18	-	
Costs related to the sale of land in Mexico	7	10	
Business realignment and other cost-saving initiatives	-	12	
Net income attributable to Colgate-Palmolive Company, non-GAAP	\$ 1,288	\$ 1,242	4%
			<b>% Change</b>
<b>Earnings Per Common Share, Diluted</b> <sup>(1) (2)</sup>			<b>Change</b>
Diluted earnings per common share, GAAP	\$ 1.08	\$ 1.26	(14%)
2012 Restructuring Program	0.14	-	
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	
Business realignment and other cost-saving initiatives	-	0.02	
Diluted earnings per common share, non-GAAP	\$ 1.36	\$ 1.29	5%

<sup>(1)</sup> 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.

<sup>(2)</sup> 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 was 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.