

Colgate-Palmolive Company

Non-GAAP Reconciliations

For the Three Months Ended June 30, 2013 and 2012

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

Gross Profit	2013	2012	
Gross profit, GAAP	\$ 2,534	\$ 2,461	
2012 Restructuring Program	10	-	
Costs related to the sale of land in Mexico	4	6	
Business realignment and other cost-saving initiatives	-	2	
Gross profit, non-GAAP	\$ 2,548	\$ 2,469	
			Basis Point
Gross Profit Margin	2013	2012	Change
Gross profit margin, GAAP	58.3%	57.7%	60
2012 Restructuring Program	0.2%	-	
Costs related to the sale of land in Mexico	0.1%	0.1%	
Business realignment and other cost-saving initiatives	-	0.1%	
Gross profit margin, non-GAAP	58.6%	57.9%	70
			Basis Point
Selling, General and Administrative Expenses	2013	2012	
Selling, general and administrative expenses, GAAP	\$ 1,526	\$ 1,464	
2012 Restructuring Program	(14)	-	
Business realignment and other cost-saving initiatives	-	(5)	
Selling, general and administrative expenses, non-GAAP	\$ 1,512	\$ 1,459	
			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	35.1%	34.3%	80
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	34.8%	34.2%	60
			Basis Point
Other (Income) Expense, Net	2013	2012	
Other (income) expense, net, GAAP	\$ 102	\$ 15	
2012 Restructuring Program	(78)	-	
Charge for a French competition law matter	(18)	-	
Costs related to the sale of land in Mexico	(2)	-	
Business realignment and other cost-saving initiatives	-	(6)	
Other (income) expense, net, non-GAAP	\$ 4	\$ 9	
			% Change
Operating Profit	2013	2012	
Operating profit, GAAP	\$ 906	\$ 982	(8%)
2012 Restructuring Program	102	-	
Charge for a French competition law matter	18	-	
Costs related to the sale of land in Mexico	6	6	
Business realignment and other cost-saving initiatives	-	13	
Operating profit, non-GAAP	\$ 1,032	\$ 1,001	3%
			Basis Point
Operating Profit Margin	2013	2012	Change
Operating profit margin, GAAP	20.8%	23.0%	(220)
2012 Restructuring Program	2.4%	-	
Charge for a French competition law matter	0.4%	-	
Costs related to the sale of land in Mexico	0.1%	0.2%	
Business realignment and other cost-saving initiatives	-	0.3%	
Operating profit margin, non-GAAP	23.7%	23.5%	20
			% Change
Net Income Attributable to Colgate-Palmolive Company	2013	2012	
Net income attributable to Colgate-Palmolive Company, GAAP	\$ 561	\$ 627	(11%)
2012 Restructuring Program	79	-	
Charge for a French competition law matter	18	-	
Costs related to the sale of land in Mexico	4	5	
Business realignment and other cost-saving initiatives	-	9	
Net income attributable to Colgate-Palmolive Company, non-GAAP	\$ 662	\$ 641	3%
			% Change
Earnings Per Common Share, Diluted ^{(1) (2)}	2013	2012	
Diluted earnings per common share, GAAP	\$ 0.60	\$ 0.65	(8%)
2012 Restructuring Program	0.08	-	
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	-	0.01	
Diluted earnings per common share, non-GAAP	\$ 0.70	\$ 0.67	4%

⁽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 was computed independently for each quarter presented.