

Colgate-Palmolive Company

Non-GAAP Reconciliations

For the Three Months Ended September 30, 2013 and 2012

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

	2013	2012	
Gross Profit			
Gross profit, GAAP	\$ 2,585	\$ 2,529	
2012 Restructuring Program	8	-	
Costs related to the sale of land in Mexico	3	7	
Business realignment and other cost-saving initiatives	-	1	
Gross profit, non-GAAP	<u>\$ 2,596</u>	<u>\$ 2,537</u>	
Gross Profit Margin			Basis Point Change
Gross profit margin, GAAP	58.8%	58.4%	40
2012 Restructuring Program	0.2%	-	
Costs related to the sale of land in Mexico	-	0.2%	
Business realignment and other cost-saving initiatives	-	-	
Gross profit margin, non-GAAP	<u>59.0%</u>	<u>58.6%</u>	<u>40</u>
Selling, General and Administrative Expenses			
Selling, general and administrative expenses, GAAP	\$ 1,549	\$ 1,501	
2012 Restructuring Program	(9)	-	
Business realignment and other cost-saving initiatives	-	(2)	
Selling, general and administrative expenses, non-GAAP	<u>\$ 1,540</u>	<u>\$ 1,499</u>	
Selling, General and Administrative Expenses as a Percentage of Net Sales			Basis Point Change
Selling, general and administrative expenses as a percentage of Net sales, GAAP	35.2%	34.6%	60
2012 Restructuring Program	(0.2%)	-	
Business realignment and other cost-saving initiatives	-	-	
Selling, general and administrative expenses as a percentage of Net sales, non-GAAP	<u>35.0%</u>	<u>34.6%</u>	<u>40</u>
Other (Income) Expense, Net			
Other (income) expense, net, GAAP	\$ 20	\$ 1	
2012 Restructuring Program	(13)	-	
Other (income) expense, net, non-GAAP	<u>\$ 7</u>	<u>\$ 1</u>	
Operating Profit			% Change
Operating profit, GAAP	\$ 1,016	\$ 1,027	(1%)
2012 Restructuring Program	30	-	
Costs related to the sale of land in Mexico	3	7	
Business realignment and other cost-saving initiatives	-	3	
Operating profit, non-GAAP	<u>\$ 1,049</u>	<u>\$ 1,037</u>	<u>1%</u>
Operating Profit Margin			Basis Point Change
Operating profit margin, GAAP	23.1%	23.7%	(60)
2012 Restructuring Program	0.7%	-	
Costs related to the sale of land in Mexico	0.1%	0.1%	
Business realignment and other cost-saving initiatives	-	0.1%	
Operating profit margin, non-GAAP	<u>23.9%</u>	<u>23.9%</u>	<u>0</u>
Net Income Attributable to Colgate-Palmolive Company			% Change
Net income attributable to Colgate-Palmolive Company, GAAP	\$ 656	\$ 654	-
2012 Restructuring Program	22	-	
Costs related to the sale of land in Mexico	2	5	
Business realignment and other cost-saving initiatives	-	2	
Net income attributable to Colgate-Palmolive Company, non-GAAP	<u>\$ 680</u>	<u>\$ 661</u>	<u>3%</u>
Earnings Per Common Share, Diluted ^{(1) (2)}			% Change
Diluted earnings per common share, GAAP	\$ 0.70	\$ 0.68	3%
2012 Restructuring Program	0.02	-	
Costs related to the sale of land in Mexico	0.01	0.01	
Business realignment and other cost-saving initiatives	-	-	
Diluted earnings per common share, non-GAAP	<u>\$ 0.73</u>	<u>\$ 0.69</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 presented.