

## Colgate-Palmolive Company

## Non-GAAP Reconciliations

For the Nine Months Ended September 30, 2018 and 2017

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

	2018	2017	
<b>Gross Profit</b>			
Gross profit, GAAP	\$ 6,978	\$ 6,952	
Global Growth and Efficiency Program	19	51	
Gross profit, non-GAAP	<u>\$ 6,997</u>	<u>\$ 7,003</u>	
			<b>Basis Point</b>
<b>Gross Profit Margin</b>	2018	2017	Change
Gross profit margin, GAAP	59.5 %	60.1 %	(60)
Global Growth and Efficiency Program	0.1 %	0.5 %	
Gross profit margin, non-GAAP	<u>59.6 %</u>	<u>60.6 %</u>	<u>(100)</u>
<b>Selling, General and Administrative Expenses</b>	2018	2017 <sup>(1)</sup>	
Selling, general and administrative expenses, GAAP	\$ 4,061	\$ 4,055	
Global Growth and Efficiency Program	(24)	(60)	
Selling, general and administrative expenses, non-GAAP	<u>\$ 4,037</u>	<u>\$ 3,995</u>	
			<b>Basis Point</b>
<b>Selling, General and Administrative Expenses as a Percentage of Net Sales</b>	2018	2017 <sup>(1)</sup>	Change
Selling, general and administrative expenses as a percentage of Net sales, GAAP	34.6 %	35.1 %	(50)
Global Growth and Efficiency Program	(0.2)%	(0.5)%	
Selling, general and administrative expenses as a percentage of Net sales, non-GAAP	<u>34.4 %</u>	<u>34.6 %</u>	<u>(20)</u>
<b>Other (Income) Expense, Net</b>	2018	2017 <sup>(1)</sup>	
Other (income) expense, net, GAAP	\$ 114	\$ 150	
Global Growth and Efficiency Program	(64)	(122)	
Other (income) expense, net, non-GAAP	<u>\$ 50</u>	<u>\$ 28</u>	
<b>Operating Profit</b>	2018	2017 <sup>(1)</sup>	% Change
Operating profit, GAAP	\$ 2,803	\$ 2,747	2 %
Global Growth and Efficiency Program	107	233	
Operating profit, non-GAAP	<u>\$ 2,910</u>	<u>\$ 2,980</u>	<u>(2)%</u>
			<b>Basis Point</b>
<b>Operating Profit Margin</b>	2018	2017 <sup>(1)</sup>	Change
Operating profit margin, GAAP	23.9 %	23.8 %	10
Global Growth and Efficiency Program	0.9 %	2.0 %	
Operating profit margin, non-GAAP	<u>24.8 %</u>	<u>25.8 %</u>	<u>(100)</u>
<b>Non-Service Related Postretirement Costs</b>	2018	2017 <sup>(1)</sup>	
Non-service related postretirement costs, GAAP	\$ 65	\$ 82	
Global Growth and Efficiency Program	(8)	(13)	
Non-service related postretirement costs, non-GAAP	<u>\$ 57</u>	<u>\$ 69</u>	

Table 9  
Continued

Colgate-Palmolive Company

Non-GAAP Reconciliations

For the Nine Months Ended September 30, 2018 and 2017

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

	2018						
	Income Before Income Taxes	Provision For Income Taxes <sup>(2)</sup>	Net Income Including Noncontrolling Interests	Less: Income Attributable To Noncontrolling Interests	Net Income Attributable To Colgate-Palmolive Company	Effective Income Tax Rate <sup>(3)</sup>	Diluted Earnings Per Share
As Reported GAAP	\$ 2,632	\$ 717	\$ 1,915	\$ 121	\$ 1,794	27.2 %	\$ 2.05
Global Growth and Efficiency Program	115	25	90	(3)	93	(0.2)%	0.11
Benefit from a foreign tax matter	—	15	(15)	—	(15)	0.5 %	(0.02)
U.S. tax reform	—	(80)	80	—	80	(2.9)%	0.09
Non-GAAP	<u>\$ 2,747</u>	<u>\$ 677</u>	<u>\$ 2,070</u>	<u>\$ 118</u>	<u>\$ 1,952</u>	<u>24.6 %</u>	<u>\$ 2.23</u>

  

	2017						
	Income Before Income Taxes	Provision For Income Taxes <sup>(2)</sup>	Net Income Including Noncontrolling Interests	Net Income Including Noncontrolling Interests	Net Income Attributable To Colgate-Palmolive Company	Effective Income Tax Rate <sup>(3)</sup>	Diluted Earnings Per Share
As Reported GAAP	\$ 2,591	\$ 770	\$ 1,821	\$ 1,821	\$ 1,701	29.7 %	\$ 1.91
Global Growth and Efficiency Program	246	61	185	185	185	(0.4)%	0.21
Non-GAAP	<u>\$ 2,837</u>	<u>\$ 831</u>	<u>\$ 2,006</u>	<u>\$ 2,006</u>	<u>\$ 1,886</u>	<u>29.3 %</u>	<u>\$ 2.12</u>

The impact of non-GAAP adjustments may not necessarily equal the difference between “GAAP” and “non-GAAP” as a result of rounding.

Notes:

(1) The Company adopted ASU No. 2017-07, “Compensation—Retirement Benefits (Topic 715): Improving the Presentation of Net Periodic Pension Cost and Net Periodic Postretirement Benefit Cost,” on January 1, 2018. The adoption of this standard resulted in the non-service related postretirement costs being presented separately in the income statement from the service cost component and the non-service related postretirement costs no longer being included in Operating profit. The reclassification had no effect on Net income attributable to Colgate-Palmolive Company, Earnings per common share or Cash flow. Refer to the Company’s website for reconciliations to previously reported amounts for all quarters of 2017 as well as for years 2017 and 2016.

(2) The income tax effect on non-GAAP items is calculated based upon the tax laws and statutory income tax rates applicable in the tax jurisdiction(s) of the underlying non-GAAP adjustment.

(3) The impact of non-GAAP items on the Company’s effective tax rate represents the difference in the effective tax rate calculated with and without the non-GAAP adjustment on Income before income taxes and Provision for income taxes.