

Table 9

Colgate-Palmolive Company

Non-GAAP Reconciliations

For the Twelve Months Ended December 31, 2013 and 2012

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

	2013	2012	
Gross Profit			
Gross profit, GAAP	\$ 10,201	\$ 9,932	
2012 Restructuring Program	32	2	
Costs related to the sale of land in Mexico	15	24	
Business realignment and other cost-saving initiatives	-	5	
Gross profit, non-GAAP	\$ 10,248	\$ 9,963	
			Basis Point
Gross Profit Margin			Change
Gross profit margin, GAAP	58.6%	58.1%	50
2012 Restructuring Program	0.2%	-	
Costs related to the sale of land in Mexico	-	0.2%	
Gross profit margin, non-GAAP	58.8%	58.3%	50
Selling, General and Administrative Expenses			
Selling, general and administrative expenses, GAAP	\$ 6,223	\$ 5,930	
2012 Restructuring Program	(137)	(6)	
Business realignment and other cost-saving initiatives	-	(14)	
Selling, general and administrative expenses, non-GAAP	\$ 6,086	\$ 5,910	
			Basis Point
Selling, General and Administrative Expenses as a Percentage of Net Sales			Change
Selling, general and administrative expenses as a percentage of Net sales, GAAP	35.7%	34.7%	100
2012 Restructuring Program	(0.8%)	-	
Business realignment and other cost-saving initiatives	-	(0.1%)	
Selling, general and administrative expenses as a percentage of Net sales, non-GAAP	34.9%	34.6%	30
Other (Income) Expense, Net			
Other (income) expense, net, GAAP	\$ 422	\$ 113	
2012 Restructuring Program	(202)	(81)	
Venezuela devaluation charge	(172)	-	
Charge for a French competition law matter	(23)	-	
Costs related to the sale of land in Mexico	(3)	-	
Business realignment and other cost-saving initiatives	-	(2)	
Other (income) expense, net, non-GAAP	\$ 22	\$ 30	
Operating Profit			% Change
Operating profit, GAAP	\$ 3,556	\$ 3,889	(9%)
2012 Restructuring Program	371	89	
Venezuela devaluation charge	172	-	
Charge for a French competition law matter	23	-	
Costs related to the sale of land in Mexico	18	24	
Business realignment and other cost-saving initiatives	-	21	
Operating profit, non-GAAP	\$ 4,140	\$ 4,023	3%
			Basis Point
Operating Profit Margin			Change
Operating profit margin, GAAP	20.4%	22.8%	(240)
2012 Restructuring Program	2.2%	0.5%	
Venezuela devaluation charge	1.0%	-	
Charge for a French competition law matter	0.1%	-	
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	23.8%	23.5%	30
Net Income Attributable to Colgate-Palmolive Company			% Change
Net income attributable to Colgate-Palmolive Company, GAAP	\$ 2,241	\$ 2,472	(9%)
2012 Restructuring Program	278	70	
Venezuela devaluation charge	111	-	
Charge for a French competition law matter	23	-	
Costs related to the sale of land in Mexico	12	18	
Business realignment and other cost-saving initiatives	-	14	
Net income attributable to Colgate-Palmolive Company, non-GAAP	\$ 2,665	\$ 2,574	4%
Earnings Per Common Share, Diluted ^{(1) (2)}			% Change
Diluted earnings per common share, GAAP	\$ 2.38	\$ 2.57	(7%)
2012 Restructuring Program	0.30	0.07	
Venezuela devaluation charge	0.12	-	
Charge for a French competition law matter	0.03	-	
Costs related to the sale of land in Mexico	0.01	0.02	
Business realignment and other cost-saving initiatives	-	0.02	
Diluted earnings per common share, non-GAAP	\$ 2.84	\$ 2.68	6%

⁽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.