

Colgate-Palmolive Company

Non-GAAP Reconciliations

For the Three Months Ended March 31, 2013 and 2012

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

Gross Profit	2013	2012	
Gross profit, GAAP	\$ 2,515	\$ 2,437	
2012 Restructuring Program	8	-	
Costs related to the sale of land in Mexico	4	7	
Business realignment and other cost-saving initiatives	-	2	
Gross profit, non-GAAP	<u>\$ 2,527</u>	<u>\$ 2,446</u>	
Gross Profit Margin	2013	2012	Basis Point Change
Gross profit margin, GAAP	58.3%	58.0%	30
2012 Restructuring Program	0.2%	-	
Costs related to the sale of land in Mexico	0.1%	0.2%	
Business realignment and other cost-saving initiatives	-	-	
Gross profit margin, non-GAAP	<u>58.6%</u>	<u>58.2%</u>	<u>40</u>
Selling, General and Administrative Expenses	2013	2012	
Selling, general and administrative expenses, GAAP	\$ 1,536	\$ 1,478	
2012 Restructuring Program	(8)	-	
Business realignment and other cost-saving initiatives	-	(7)	
Selling, general and administrative expenses, non-GAAP	<u>\$ 1,528</u>	<u>\$ 1,471</u>	
Selling, General and Administrative Expenses as a Percentage of Net Sales	2013	2012	Basis Point Change
Selling, general and administrative expenses as a percentage of Net sales, GAAP	35.6%	35.2%	40
2012 Restructuring Program	(0.2)%	-	
Business realignment and other cost-saving initiatives	-	(0.2)%	
Selling, general and administrative expenses as a percentage of Net sales, non-GAAP	<u>35.4%</u>	<u>35.0%</u>	<u>40</u>
Other (Income) Expense, Net	2013	2012	
Other (income) expense, net, GAAP	\$ 237	\$ 21	
2012 Restructuring Program	(50)	-	
Venezuela devaluation charge	(172)	-	
Costs related to the sale of land in Mexico	(1)	-	
Business realignment and other cost-saving initiatives	-	4	
Other (income) expense, net, non-GAAP	<u>\$ 14</u>	<u>\$ 25</u>	
Operating Profit	2013	2012	% Change
Operating profit, GAAP	\$ 742	\$ 938	(21)%
2012 Restructuring Program	66	-	
Venezuela devaluation charge	172	-	
Costs related to the sale of land in Mexico	5	7	
Business realignment and other cost-saving initiatives	-	5	
Operating profit, non-GAAP	<u>\$ 985</u>	<u>\$ 950</u>	<u>4%</u>
Operating Profit Margin	2013	2012	Basis Point Change
Operating profit margin, GAAP	17.2%	22.3%	(510)
2012 Restructuring Program	1.5%	-	
Venezuela devaluation charge	4.0%	-	
Costs related to the sale of land in Mexico	0.1%	0.2%	
Business realignment and other cost-saving initiatives	-	0.1%	
Operating profit margin, non-GAAP	<u>22.8%</u>	<u>22.6%</u>	<u>20</u>
Net Income Attributable to Colgate-Palmolive Company	2013	2012	% Change
Net income attributable to Colgate-Palmolive Company, GAAP	\$ 460	\$ 593	(22)%
2012 Restructuring Program	52	-	
Venezuela devaluation charge	111	-	
Costs related to the sale of land in Mexico	3	5	
Business realignment and other cost-saving initiatives	-	3	
Net income attributable to Colgate-Palmolive Company, non-GAAP	<u>\$ 626</u>	<u>\$ 601</u>	<u>4%</u>
Earnings Per Common Share, Diluted ⁽¹⁾	2013	2012	% Change
Earnings per common share, diluted, GAAP	\$ 0.97	\$ 1.23	(21)%
2012 Restructuring Program	0.11	-	
Venezuela devaluation charge	0.23	-	
Costs related to the sale of land in Mexico	0.01	0.01	
Business realignment and other cost-saving initiatives	-	-	
Earnings per common share, diluted, non-GAAP	<u>\$ 1.32</u>	<u>\$ 1.24</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.