

# COLGATE-PALMOLIVE COMPANY 4Q & FULL YEAR 2024 EARNINGS PRESENTATION

JANUARY 31, 2025





January 2025

## Notice for Investor Presentation

Please review the following fourth quarter and full year 2024 earnings presentation in conjunction with our fourth quarter and full year 2024 earnings press release, our fourth quarter and full year 2024 prepared management remarks and additional information regarding our non-GAAP financial measures, including GAAP to non-GAAP reconciliations, which are available in the Investor Center section of our website at [www.colgatepalmolive.com/investors](http://www.colgatepalmolive.com/investors) and in the fourth quarter and full year 2024 earnings press release. Our presentation contains non-GAAP financial measures, which differ from our reported results prepared in accordance with U.S. generally accepted accounting principles (GAAP). These non-GAAP financial measures of operating results exclude items that, either by their nature or amount, management would not expect to occur as part of the Company's normal business on a regular basis, such as restructuring charges, charges for certain litigation and tax matters, acquisition-related costs, gains and losses from certain divestitures and certain other unusual, non-recurring items. We may also refer to organic sales growth, which is Net sales growth excluding the impact of foreign exchange, acquisitions and divestments, or to free cash flow before dividends, which we define as Net cash provided by operations less Capital expenditures. A complete, quantitative reconciliation between our reported results and these non-GAAP financial measures is available in the Investor Center section of our website at [www.colgatepalmolive.com/investors](http://www.colgatepalmolive.com/investors) and in Tables 4, 6, 7, 8 and 9 of the fourth quarter and full year 2024 earnings press release.

Our presentation may contain forward-looking statements (as that term is defined in the U.S. Private Securities Litigation Reform Act of 1995 or by the Securities and Exchange Commission (the SEC) in its rules, regulations and releases) that set forth anticipated results based on management's current plans and assumptions. These statements are made on the basis of our views and assumptions as of January 31, 2025, and we undertake no obligation to update these statements whether as a result of new information, future events or otherwise, except as required by law or by the rules and regulations of the SEC. Moreover, we do not, nor does any other person, assume responsibility for the accuracy and completeness of these statements. We caution investors that forward-looking statements are not guarantees of future performance and actual events or results may differ materially from those statements. For information about factors that could impact the Company's business and cause actual results to differ materially from forward-looking statements, refer to the Company's filings with the SEC (including, but not limited to, the information set forth under the captions "Risk Factors" and "Cautionary Statement on Forward-Looking Statements" in the Company's Annual Report on Form 10-K for the year ended December 31, 2023 and subsequent filings with the SEC). Copies of these filings are available in the Investor Center section of our website at [www.colgatepalmolive.com/investors](http://www.colgatepalmolive.com/investors) or may be obtained upon request from the Company's Investor Relations Department.





# COLGATE-PALMOLIVE

We are a \$20.1B global consumer products company with ~34,000 diverse and dedicated people serving over 200 countries and territories. As a caring, innovative growth company, we are united behind our purpose: reimagining a healthier future for all people, their pets and our planet.



**TIGHTLY FOCUSED** ON  
FOUR ATTRACTIVE CORE  
CATEGORIES





ORAL CARE



PET NUTRITION



PERSONAL CARE



HOME CARE

*“The quality of our results this year and our strong growth momentum add to our confidence that we are well positioned to deliver consistent, compounded earnings per share growth in 2025 and beyond.”*

- Noel Wallace, Chairman, President and Chief Executive Officer

# 2024 HIGHLIGHTS

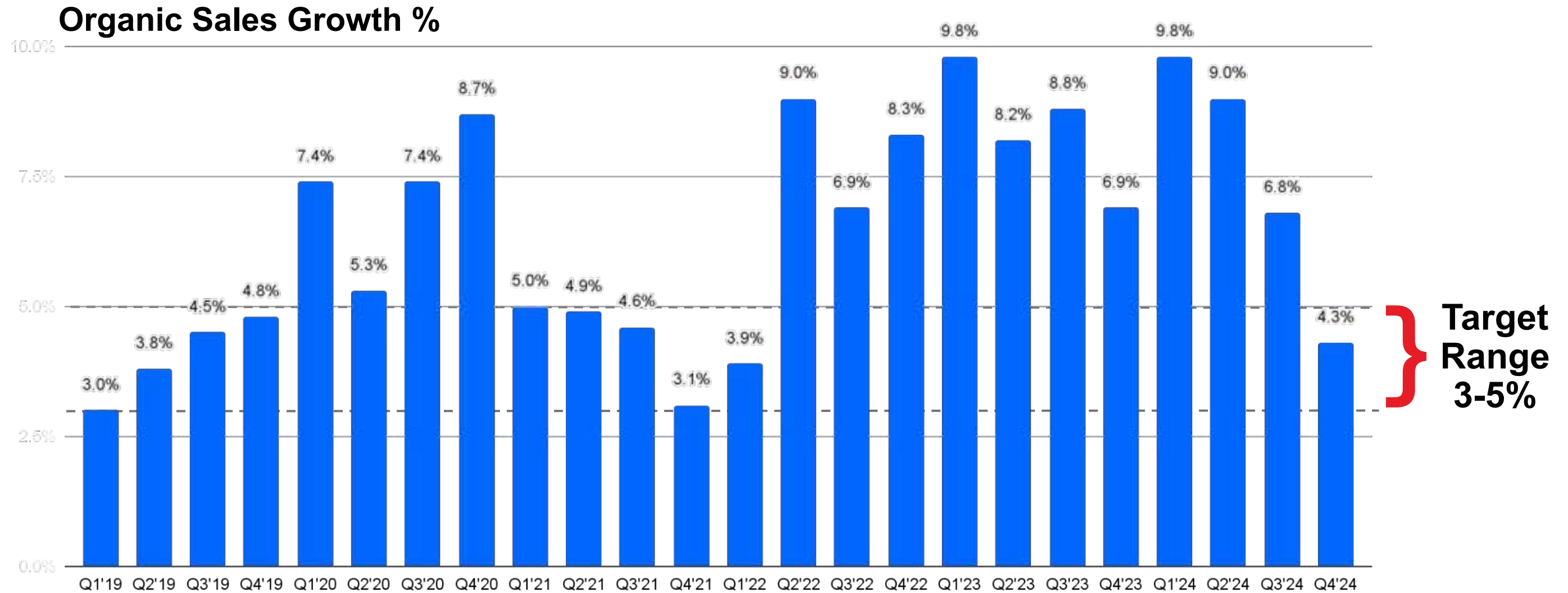
- Net sales exceeded \$20 billion for the first time
- Organic sales\* increased 7.4% (including a 0.5% negative impact from lower private label pet volume), ahead of initial guidance
- Every category and operating division delivered positive volume growth for the full year as we work to build household penetration
- Base Business Gross profit margin\* increased 240 basis points
- Advertising increased 15% (on top of a 19% increase in 2023) to support building brand health and strong innovation
- Base Business EPS\* increased 11%, ahead of initial guidance
- Delivered record operating cash flow, and returned \$3.4 billion in cash to shareholders through share repurchases and dividends, a 26% increase vs 2023
- Continued to deliver value market share growth in toothpaste

# 4Q 2024 **HIGHLIGHTS**

- Net sales were roughly even with the year ago quarter
- Organic sales\* grew 4.3% (including a 0.5% negative impact from lower private label pet volume), with balanced volume and pricing growth
- Every operating division delivered positive volume growth for the third consecutive quarter as we work to build household penetration
- Gross profit margin increased 70 basis points
- Advertising increased 9% (on top of an 18% increase in the year ago quarter) to support building brand health and strong innovation
- Base Business EPS\* increased 5%



# DELIVERING STRONG ORGANIC SALES GROWTH



# 2025 Guidance\* - GAAP

- Net sales growth expected to be roughly flat, including a mid-single-digit negative impact from foreign exchange
- Gross profit margin expected to be up for the year
- Advertising expected to be flat to slightly up on both a dollar basis and as a percent of net sales
- GAAP EPS expected to be up mid-single-digits

*\*using current spot rates*





# 2025 Guidance\* - **Non-GAAP/Base Business**

- Organic sales growth expected to be within our long-term targeted range of 3% to 5%, including the impact of the planned exit from private label pet nutrition over the course of 2025
- Gross profit margin expected to be up for the year
- Advertising expected to be flat to slightly up on a dollar basis and as a percent of net sales
- Base Business EPS expected to be up low to mid-single-digits

*\*using current spot rates*



# RAW & PACKAGING MATERIALS

- We expect raw and packaging material costs to increase modestly in 2025, driven by slightly higher commodity prices and the impact of transactional foreign exchange.
- This guidance does not include any incremental impact from tariffs. If new tariffs are announced, we will work to assess them and mitigate any impact where possible.





# DRIVING **OPERATING LEVERAGE & CASH FLOW**

- Revenue growth management aiding pricing as inflationary pricing recedes
- Driving strong funding-the-growth savings
- Generating strong operating cash flow to fund dividends and share repurchases
- Return on capital up 760 basis points\* to 35.9%\*\*

*\*vs December 31, 2023*

*\*\*Annualized using most recent four quarters*





DRIVING GROWTH THROUGH **SCIENCE-LED,  
CORE AND PREMIUM INNOVATION**



# COLGATE'S “CHAIR TO SINK” WHITENING PORTFOLIO



MOUTHWASH



TOOTHBRUSH



TOOTHPASTE



OVERNIGHT PEN



EXPRESS PEN



COMFORT FIT LED



PROFESSIONAL  
TAKE-HOME



PROFESSIONAL  
IN-OFFICE

\$4-10

\$20

\$25

\$50

~\$200

~\$350

EVERYDAY

AT HOME WHITENING

PROFESSIONAL



# NEXT GENERATION OF THE OPTIC WHITE OVERNIGHT PEN

Same powerful whitening performance powered by hydrogen peroxide – now designed with a sleek, easy-to-use applicator for precision and convenience

- Eliminates priming
- Automatic dosing
- Smooth application

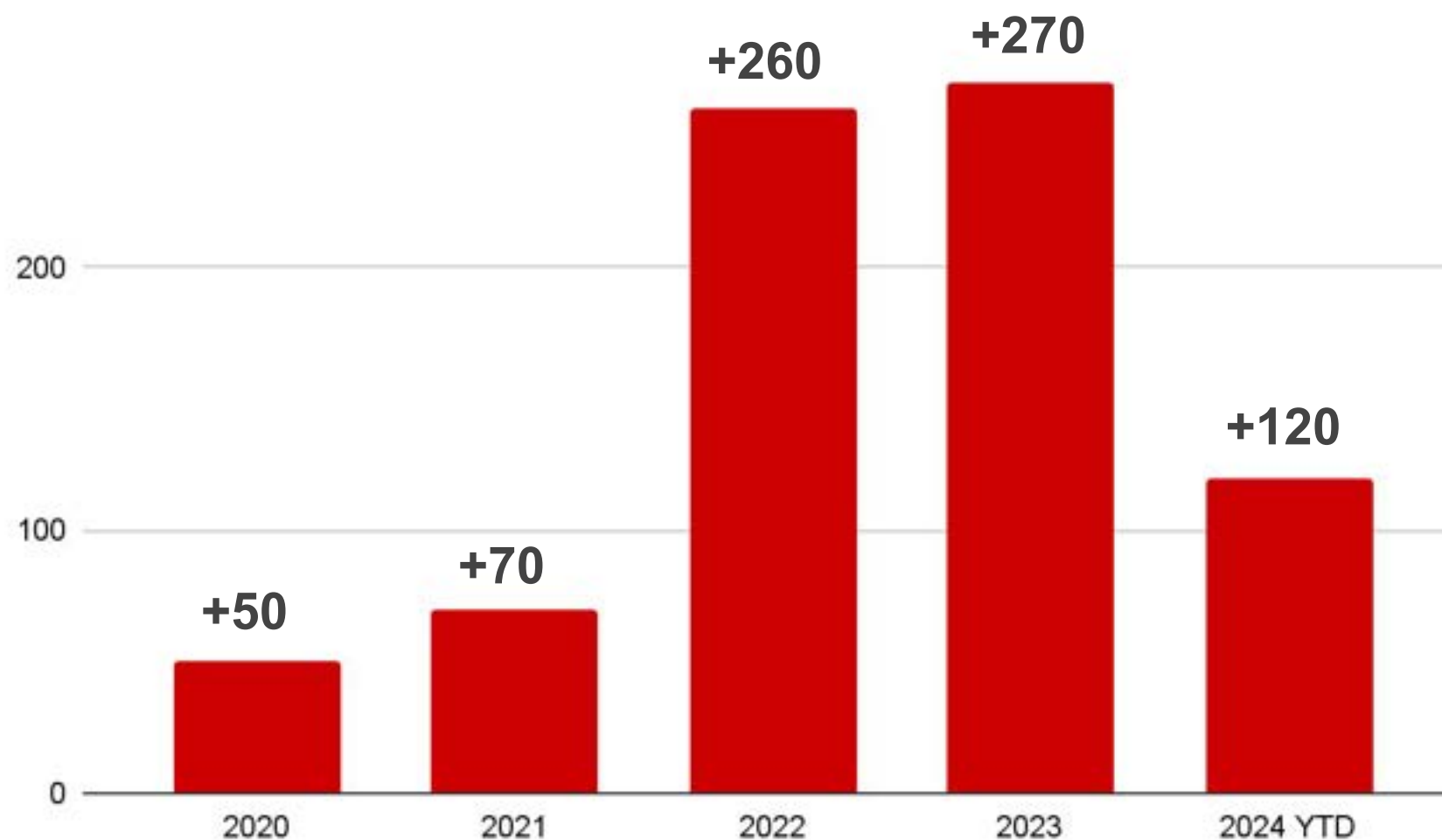


New  
wand  
applicator



# DRIVING MARKET SHARE GAINS IN WHITENING

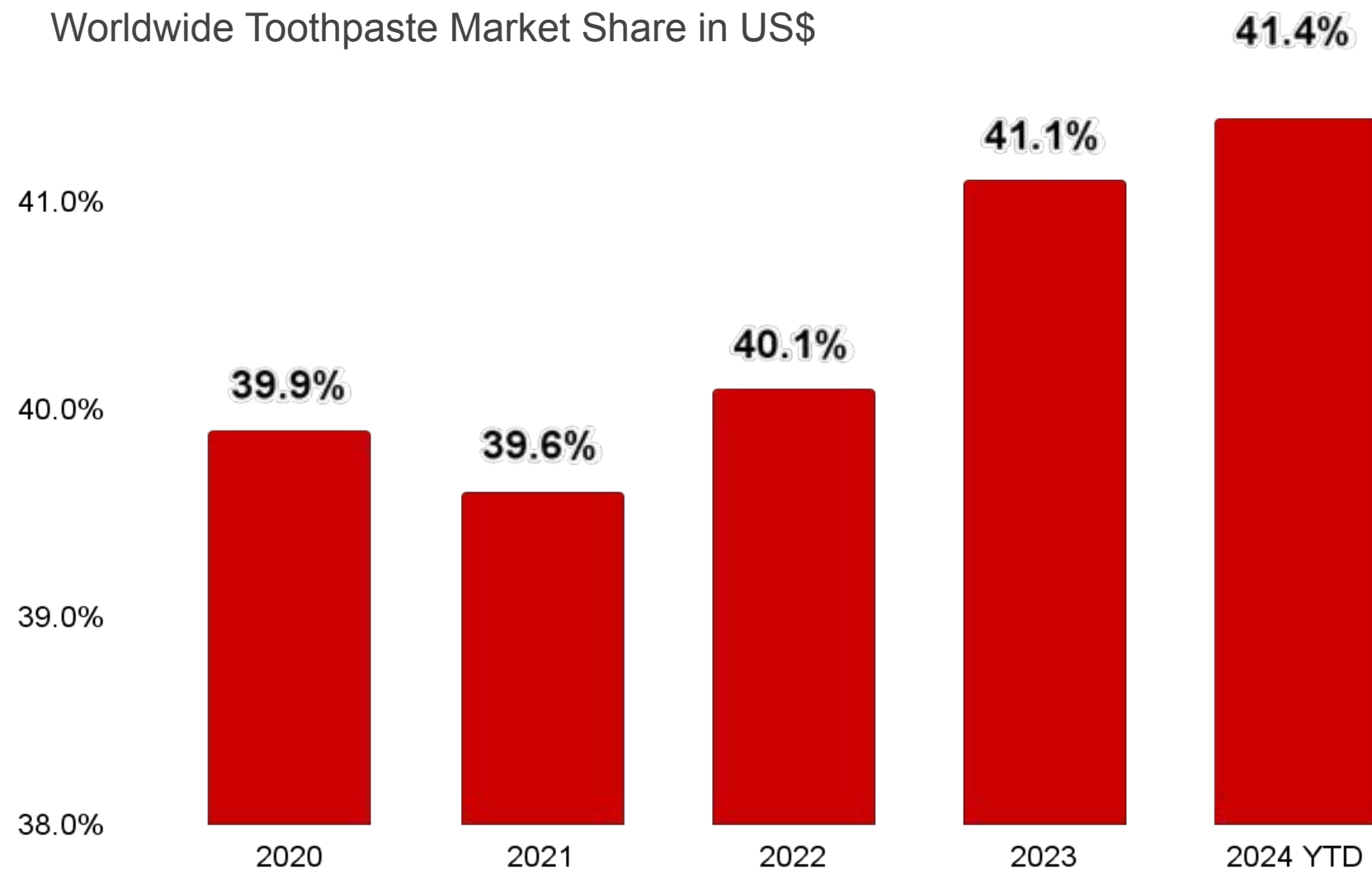
Colgate Brand Top 8 Markets



Change in Basis Points YOY

# DRIVING GLOBAL MARKET SHARE IN TOOTHPASTE

Worldwide Toothpaste Market Share in US\$



# COLGATE TOTAL ACTIVE PREVENTION GLOBAL ROLLOUT

Through clinically proven and potent efficacy, preventing oral health problems before they start





# COLGATE MAXFRESH RELAUNCH IN ASIA

- New Xtra fresh formula powered with breakthrough cooling technology
- 10X longer lasting cooling formula\*
- Fastest growing core sub-brand in India



\* vs regular fluoride toothpaste

# elmex **SENSITIVITY+GUM**

- Innovation strengthening our presence in the sensitivity segment
- elmex is now the #1 toothpaste brand recommended by dentists for sensitivity in Germany and #3 in Brazil



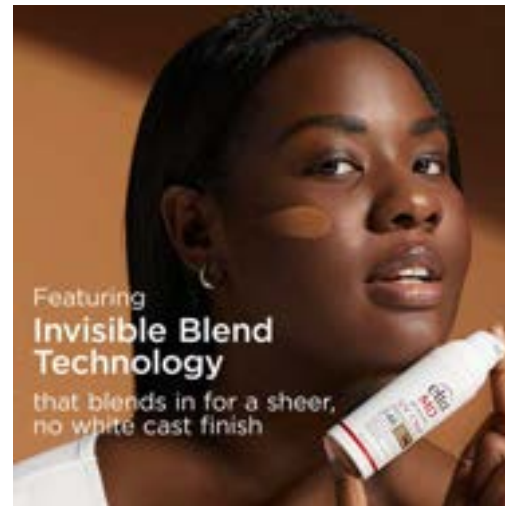
# hello **VITAMIN C TOOTHPASTE**

- Daily-use whitening toothpaste
- Patent-pending
- Fastest-growing toothpaste brand in the U.S.





# EltaMD DRIVING REACH IN SUNSCREEN



**Dermatologist  
Recommended**  
Professional Sunscreen Brand



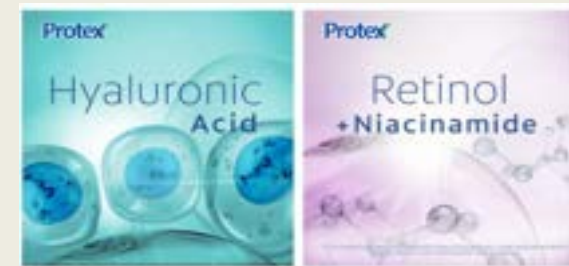
**Dermatologist  
Trusted**  
Professional Sunscreen Brand



**Personally Used By  
More Dermatologists**  
Than Any Other Brand

- Designed for and tested on deeper skin tones
- Featuring Invisible Blend Technology, a patent-pending blend that rubs in sheer with no white cast

# INNOVATION TO DRIVE **BODY WASH GROWTH IN BRAZIL**



- Hyper hydration\* for protected and soft skin
- Strong digital, influencer & in store support

\*Deeply hydrates the skin

# SANEX ZERO RELAUNCH



- Clinically proven
- Hypoallergenic
- Recommended by dermatologists



# PALMOLIVE NATURALS

## RELAUNCH - Europe

- Nourishes skin
- With Vitamin E
- Fragrances inspired by nature
- 95% natural origin ingredients





# FABULOSO 2X CONCENTRATED FORMULA

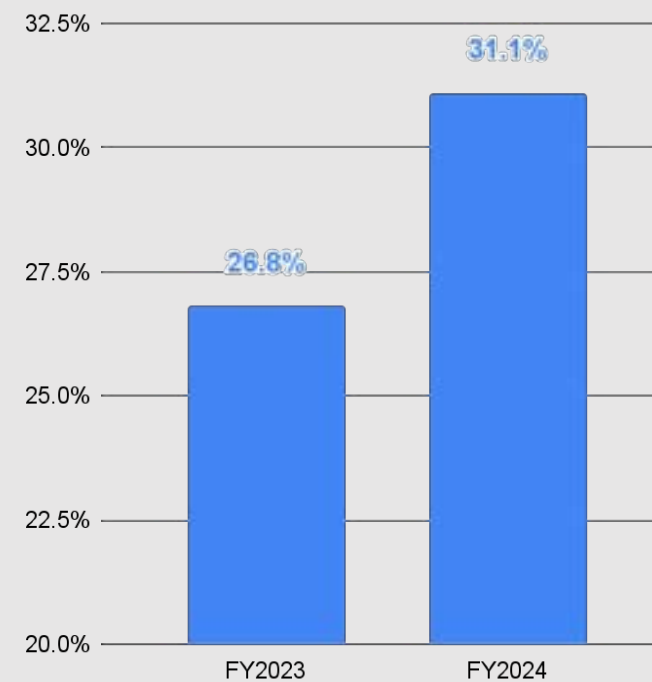
More Concentrated  
Formula\*

- 2X more active ingredients\*
- Provides 2X more uses in the same bottle\*
- 50% less plastic\*\*

\* vs non-concentrated Fabuloso Original

\*\* by following dosing instructions and getting twice as many uses out of one bottle vs same size of Fabuloso Original

Fabuloso US Market Share



Source: Nielsen



# HILL'S SCIENCE DIET VARIETY PACKS DRIVING TRIAL AND GROWTH

- Allowing pet parents to try new products and flavors in a convenient way
- Driving incremental consumption volume in the U.S.





# HILL'S PRESCRIPTION DIET **Z/D LOW FAT**



- Therapeutic nutrition to help manage food and fat sensitivities and promote healthy skin
- Hill's first low-fat diet in the derm category
- Available in dry and wet formulas for dogs

# HILL'S SCIENCE DIET SENSITIVE STOMACH & SKIN PUPPY & KITTEN

- Specially formulated for puppies and kittens
- Unique nutrition delivering highly digestible food that is gentle on the stomach
- Featuring salmon, a highly sought after protein by pet parents

