

4.4 Validation Statement

INDEPENDENT ASSURANCE STATEMENT

Pure Strategies was engaged by Colgate-Palmolive to conduct an independent assurance of the Sustainability Scorecard 2014 results reported in its corporate sustainability responsibility report (the Report).

This Assurance Statement applies to the related information included within the scope of work described below. The intended users of the assurance statement are the stakeholders of Colgate-Palmolive. The overall aim of this process is to provide assurance to Colgate-Palmolive's stakeholders on the accuracy, reliability, and objectivity of select information included in the Report.

This information and its presentation in the Report are the sole responsibility of the management of Colgate-Palmolive. Pure Strategies was not involved in the collection of the information or of the drafting of the Report.

Scope of work

Colgate-Palmolive requested Pure Strategies to include in its independent review the following:

- Results of the 2014 Product Sustainability Scorecards, based on the pool of 216 scorecards provided

Excluded from the scope of our work is any assurance of information relating to:

- The process used to develop the data or results
- The determination of the products that fit in the performance reporting (i.e., the denominator used to report a percent performance)
- Marketing claims about products
- Activities outside the defined assurance period

Methodology

Pure Strategies undertook the following activities using the current best practices for such an independent assurance:

- Interviews with relevant personnel of Colgate-Palmolive responsible for the determination of the Product Sustainability Scorecard results
- Audit of Product Sustainability Scorecard results, including a detailed review of an appropriate sample of the data and original sources of data

Our findings

On the basis of our methodology and the activities described:

- 156 scorecards in 2014 were *more sustainable* from the sample of 216 scorecards provided

Statement of independence, impartiality and competence

Pure Strategies is an independent professional services company that specializes in sustainability consulting with over 15 years of experience in this subject matter. No member of the verification team has a business relationship with Colgate-Palmolive, its Directors, or Managers beyond that required of this assignment. We conducted this verification independently and to our knowledge there has been no conflict of interest. Pure Strategies has extensive experience in sustainability and scorecards and abides by a Code of Ethics for our work.

Date

March 19, 2015