

4.4 Validation Statement

INDEPENDENT ASSURANCE STATEMENT

Pure Strategies was engaged by Colgate-Palmolive to conduct an independent assurance of the Sustainability Scorecard 2015 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 2015 Product Sustainability Scorecards, based on the pool of 233⁴ 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

⁴ Note that there were 237 scorecards at the beginning of the review, but three scorecards were eliminated at the final stages to result in 233 scorecard in the total tally.

Our findings

On the basis of our methodology and the activities described:

- 197 scorecards in 2015 were *more sustainable* from the sample of 233 scorecards provided

Statement of independence, impartiality and competence

Pure Strategies is a professional services company that specializes in sustainability consulting with over 17 years of experience in this subject matter. We conducted this verification independently and using our objective, expert knowledge. Pure Strategies has extensive experience in sustainability and scorecards and abides by a Code of Ethics for our work.

Date

March 4, 2016