



***Colgate-Palmolive***  
***dbAccess Global***  
***Consumer Conference***  
***June 15, 2022***

June 2022

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# Colgate-Palmolive

**\$17.4B global consumer products company with  
~34,000 diverse and dedicated people serving over  
200 countries and territories**





# *Today*

- **Our Focused Strategy**
- What We Said on the 1st Quarter Call

***Tightly Focused on  
Four Core Categories  
With Every-Day Usage***

# Four Core Categories



Oral Care



Pet Nutrition

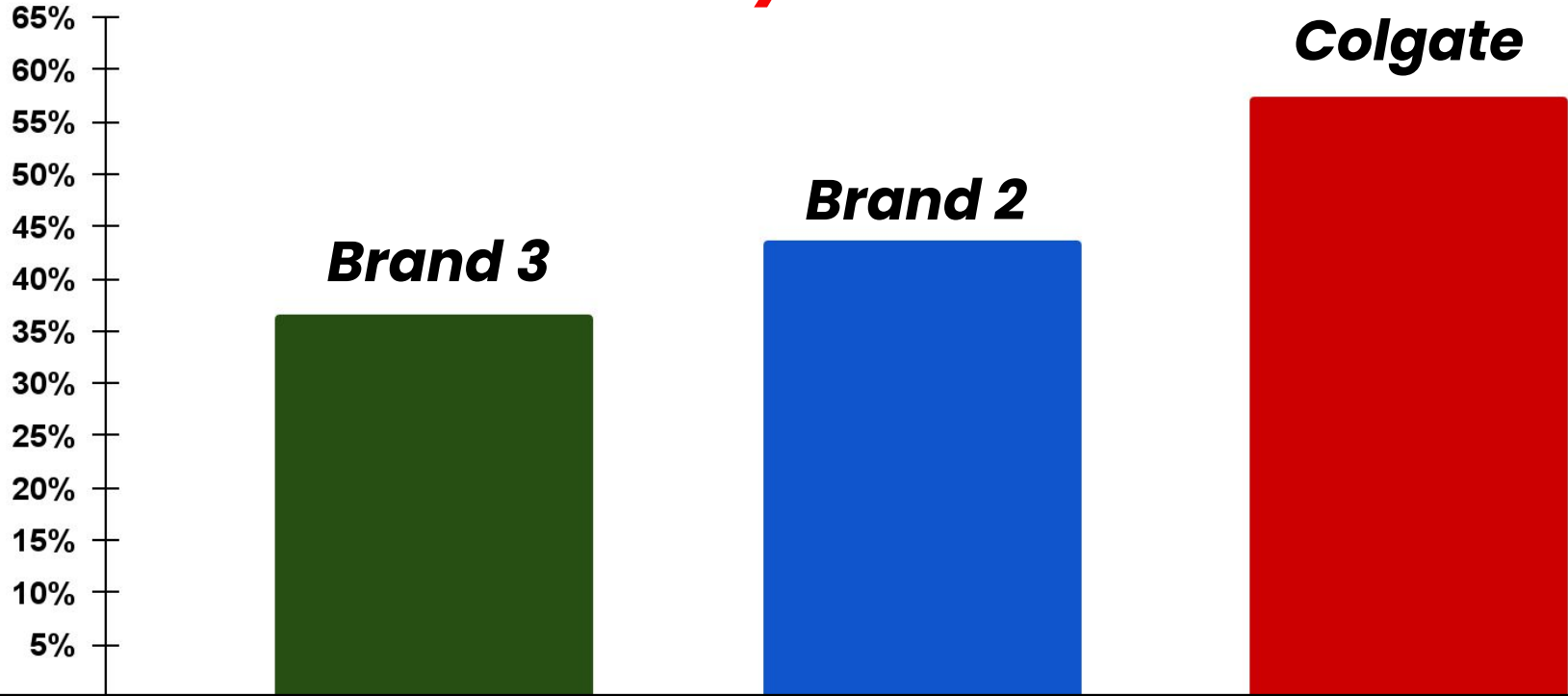


Personal Care



Home Care

# ***In More Homes Around The World Than Any Other Brand***



***Household Penetration***

# ***Global Leaders***

**#1**

***Colgate – Most penetrated brand***

***Toothpaste\****

***Manual Toothbrushes***

***Vet Clinics\*\* (U.S.)***

**#2**

***Mouthwash***

***Bar Soap***

***Liquid Body Cleansing***

***Liquid Fabric Conditioners***

***Hand Dishwashing***

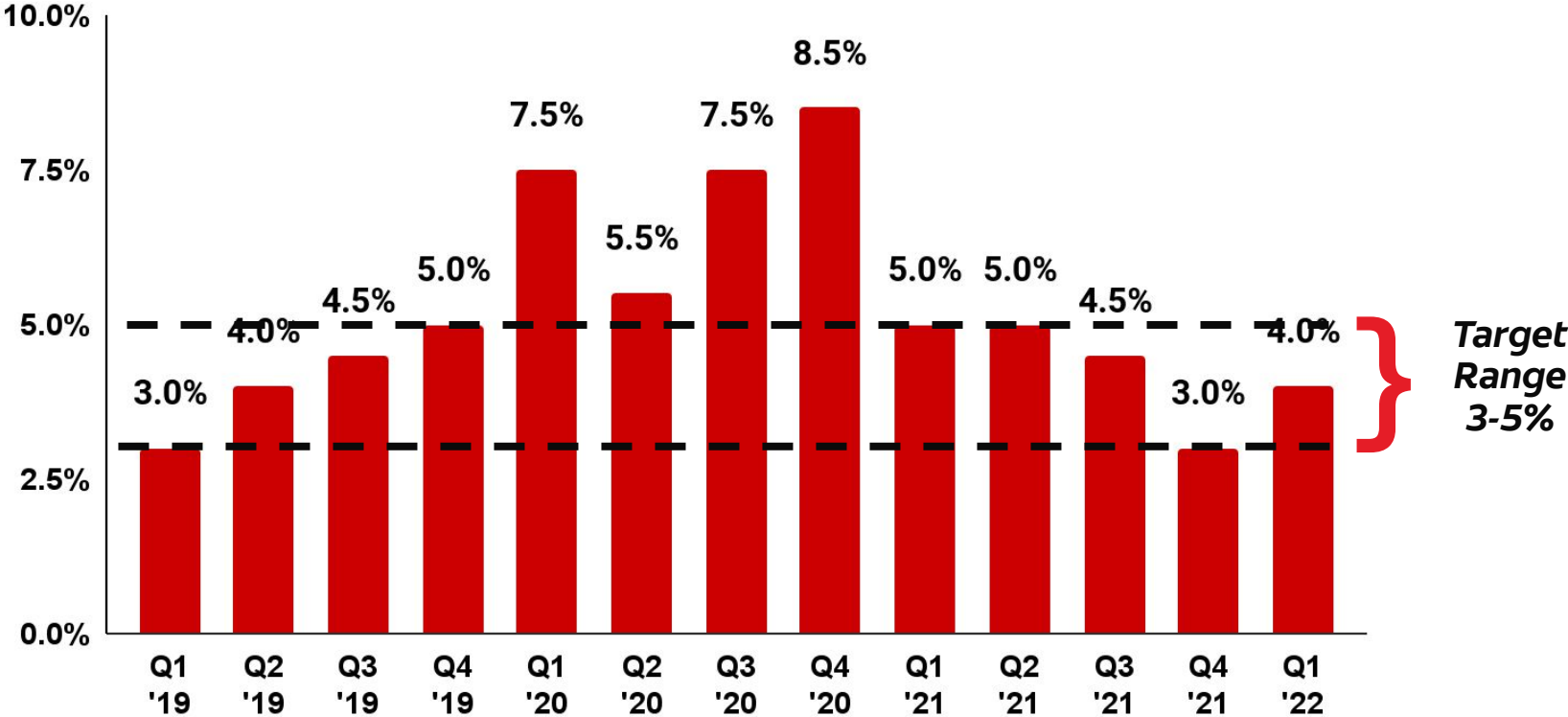
Based on markets where we compete and purchase shares

\* Kantar

\*\*Based on IDEXX market share data

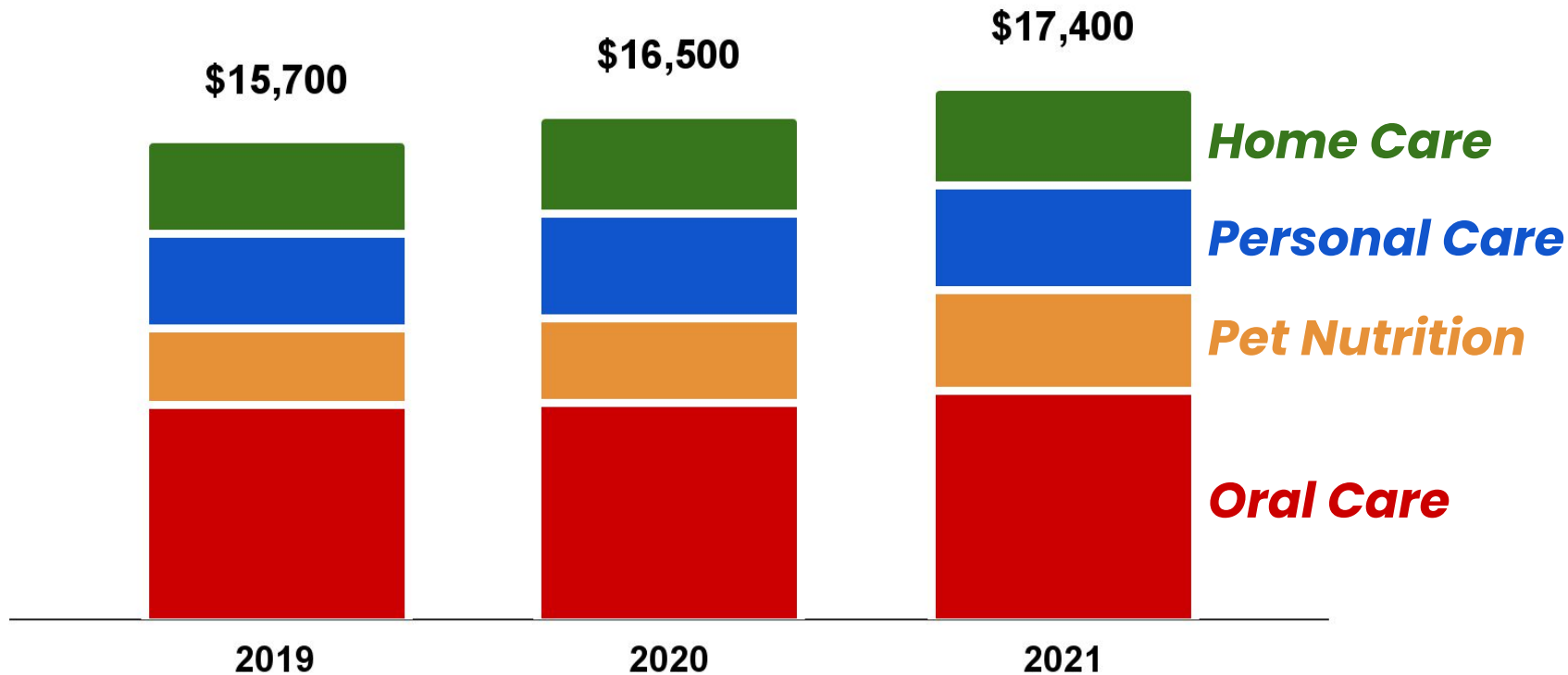


# Quarterly Organic Sales Growth



Non-GAAP

# ***Driving Broad-Based Net Sales Growth***



***Building New  
Capabilities***



# ***Building New Capabilities***

- **Driving premium breakthrough and transformational innovation**
- Accelerating growth through digital, e-commerce and data and analytics
- Revenue Growth Management

# *Premium Innovation*



## *Colgate Visible White*

\* Whitens teeth in 3 days when used as directed

# Advances in Whitening Segment



\* when used for 10 days. Use as directed.



\* when brushing twice daily for 2 weeks

# ***Premium Innovation***



***Suavitel  
Fabric Sanitizer Spray  
and Disinfectant  
Fabric Softener***

# Premium Innovation



**Protex Flaxseed and Protex PRO**



# *Prescription Diet Relaunch - 2022*



- **Redesigned pack with simple language**
- **Optimized kibble**
- **New digital tools support better nutrition conversations with veterinarians**

# Prescription Diet Derm Complete



- **Breakthrough nutrition to manage food and environmental sensitivities**
- **Supported by multiple clinical trials**
- **Utilized wearable technology to measure scratching and sleep**



# ***Building New Capabilities***

- Driving premium breakthrough and transformational innovation
- **Accelerating growth through digital, e-commerce and data and analytics**
- Revenue Growth Management



# 2021 Results

## Digital Commerce

**+27%**

Net Sales Growth vs. 2020

**13%**

Total Sales

## Digital Media

**55%**

Media in Digital

**80**

Markets with Programmatic

## Digital ROI

**+25%**

Improved vs 2020

## Our Culture & Our People

**16,000**

Colgate-Palmolive People  
Upskilled in 2021

**3,000**

CP People Completed  
Advanced Digital Training

**100%**

Supportive Culture of  
Continuous Improvement



# ***Building New Capabilities***

- Driving breakthrough and transformational innovation in our core businesses
- Accelerating growth through digital, e-commerce and data and analytics
- **Revenue Growth Management**



# Revenue Growth Management

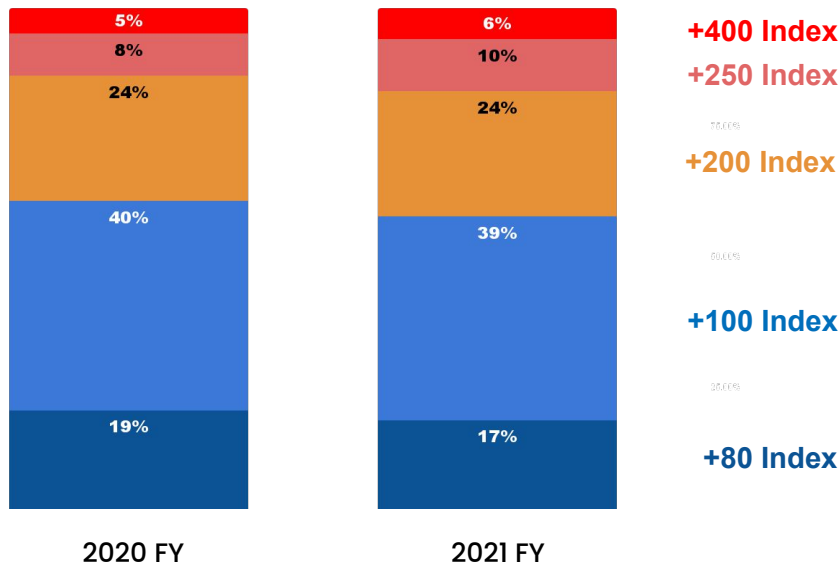
## Example - Brazil Toothpaste Premiumization

- Developed an RGM plan to focus on non-promo pricing, large sizes and premium innovation

### Results:

- Grew mix of premium toothpastes by 3%
- Accelerated organic sales for both Colgate and the category

### Toothpaste Mix Evolution\*



\*2021 FY vs 2020 FY



# *Today*

- Our Focused Strategy
- **What We Said on the 1st Quarter Call**

# ***What We Said on the Q1 Call***

- **Raised organic sales growth guidance to 4–6%**
- **Pricing accelerated through the quarter with March at +high–single digits**
- **Higher raw materials and logistics costs**
- **Base–Business EPS expected to be down mid–single digits**



# ***Working to Offset Increased Costs***

- **\$1.2 billion in raw materials inflation in 2022**
- **Accelerating Funding-the-Growth savings**
- **Implementing our Global Productivity Initiative**
- **Revenue Growth Management driving high-single digit pricing**



**Q & A**