

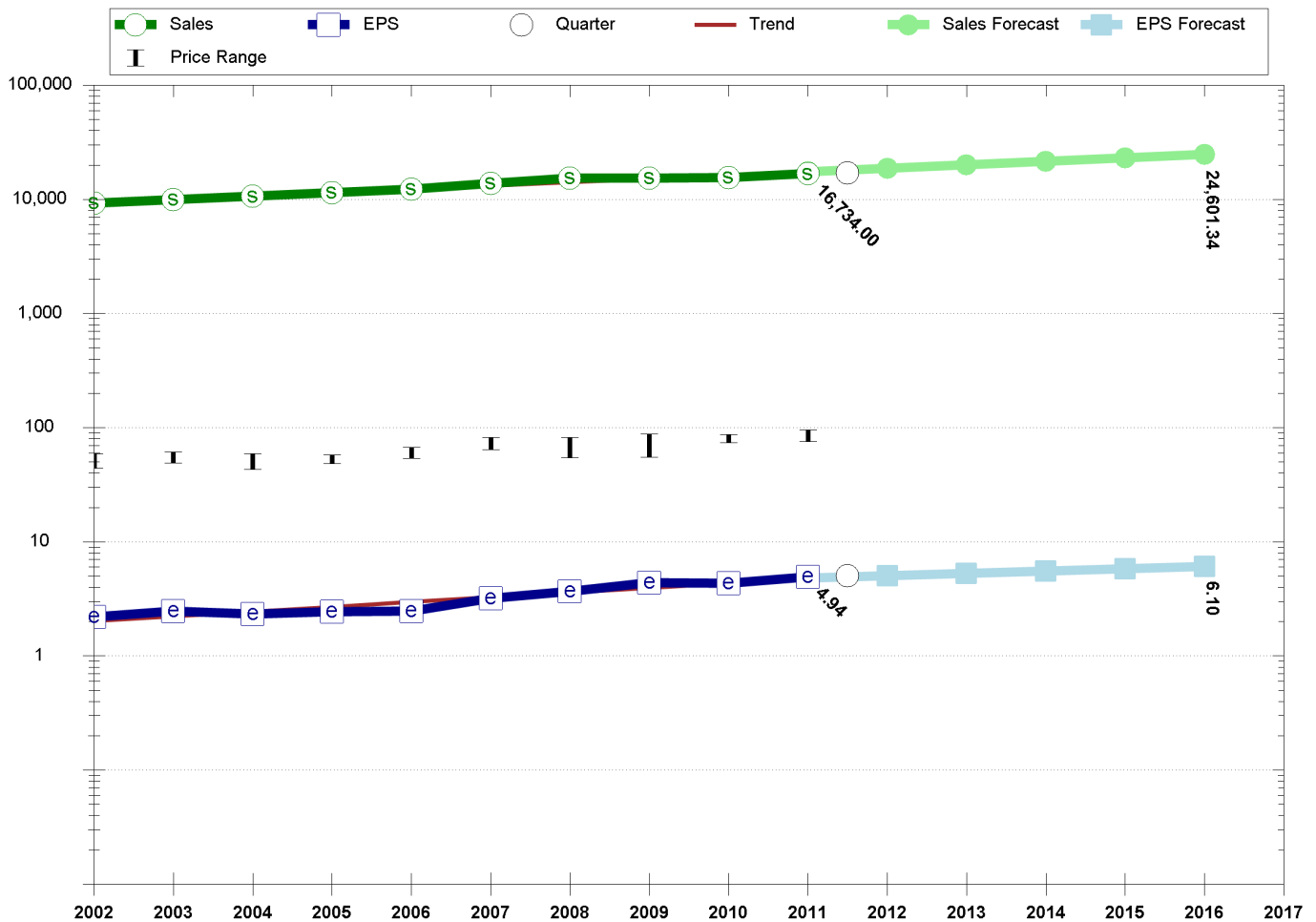
| | | | | | |
|--------------------|----------------------|--------------|-------------------------------|-----------------|---------------|
| Company | Colgate-Palmolive Co | | | Date | 5/2/2012 |
| Prepared by | Poy | | | Data taken from | BI Stock Data |
| Where traded | NYSE | Industry | Household & Personal Products | | |
| Capitalization --- | Outstanding Amounts | Reference | | | |
| Preferred (\$M) | 0.0 | % Insiders | % Institution | | |
| Common (M Shares) | 480.1 | 2.2 | 73.1 | | |
| Debt (\$M) | 4,967.0 | % to Tot Cap | 68.4 | % Pot Dil | 0.8 |

Stock Selection Guide

Symbol: CL

1 VISUAL ANALYSIS of Sales, Earnings, and Price

| FY2011 Quarter Ending (03/12) | Sales (\$M) | Earnings Per Share |
|-------------------------------|-------------|--------------------|
| Latest Quarter | 4,200.0 | 1.23 |
| Year Ago Quarter | 3,994.0 | 1.16 |
| Percentage Change | 5.16% | 6.03% |



- | | | | |
|-----------------------------------|-------|--|-------|
| (1) Historical Sales Growth | 7.1% | (3) Historical Earnings Per Share Growth | 10.1% |
| (2) Estimated Future Sales Growth | 7.20% | (4) Estimated Future Earnings Per Share Growth | 5.00% |

2 EVALUATING Management

Colgate-Palmolive Co

| | 2002 | 2003 | 2004 | 2005 | 2006 | 2007 | 2008 | 2009 | 2010 | 2011 | Last 5 Year Avg. |
|--|------------|---------|---------|---------|---------|--------|---------|--------|--------|---------|------------------|
| Pre-tax Profit on Sales (Net Before Taxes/Sales) | 20.12% | 21.22% | 19.56% | 18.24% | 17.61% | 18.51% | 19.08% | 23.08% | 22.04% | 22.64% | 21.07% |
| % Earned on Equity (E/S / Book Value) | 4,319.53 % | 222.42% | 127.20% | 114.82% | 106.48% | 78.10% | 106.04% | 73.28% | 79.74% | 100.67% | 87.57% |

3 PRICE-EARNINGS HISTORY as an indicator of the future

This shows how stock prices have fluctuated with earnings and dividends. It is building block for translating earnings into future stock prices.

PRESENT PRICE 100.4

HIGH THIS YEAR 100.35

LOW THIS YEAR 78.62

| | A | B | C | D | E | F | G | H |
|-------------------------------------|-------|-------|-----------|----------------------|-------------------------------------|-----------|-------------|--------------|
| Year | Price | | Earnings | Price Earnings Ratio | | Dividend | % Payout | % High Yield |
| | High | Low | Per Share | High A / C | Low B / C | Per Share | F / C * 100 | F / B * 100 |
| 1 2007 | 81.27 | 64.16 | 3.20 | 25.40 | 20.05 | 1.400 | 43.75 | 2.18 |
| 2 2008 | 81.98 | 54.36 | 3.66 | 22.40 | 14.85 | 1.560 | 42.62 | 2.87 |
| 3 2009 | 87.39 | 54.51 | 4.37 | 20.00 | 12.47 | 1.720 | 39.36 | 3.16 |
| 4 2010 | 86.15 | 73.12 | 4.31 | 19.99 | 16.97 | 2.030 | 47.10 | 2.78 |
| 5 2011 | 94.89 | 74.86 | 4.94 | 19.21 | 15.15 | 2.270 | 45.95 | 3.03 |
| 6 TOTAL | | 321.0 | | 107.0 | 79.5 | | 218.8 | |
| 7 AVERAGE | | 64.2 | | 21.4 | 15.9 | | 43.8 | |
| 8 AVERAGE PRICE EARNINGS RATIO 18.6 | | | | | 9 CURRENT PRICE EARNINGS RATIO 20.0 | | | |

4 EVALUATING RISK and REWARD over the next 5 years

Assuming one recession and one business boom every 5 years, calculations are made of how high and how low the stock might sell. The upside-downside ratio is the key to evaluating risk and reward.

A HIGH PRICE - NEXT 5 YEARS

Avg. High P/E 21.40 X Estimate High Earnings/Share 6.10 = Forecasted High Price \$ 130.54

B LOW PRICE - NEXT 5 YEARS

(a) Avg. Low P/E 15.00 X Estimate Low Earnings/Share 4.94 = Forecasted Low Price \$ 74.10

(b) Avg. Low Price of Last 5 Years 64.20

(c) Recent Market Low Price 73.12

(d) Price Dividend Will Support $\frac{\text{Present Dividend}}{\text{High Yield}} = \frac{2.480}{3.00\%} = 82.67$

Selected Forecasted Low Price 74.10

C ZONING using 25%-50%-25%

Forecasted High Price 130.54 Minus Forecasted Low Price 74.10 = 56.44 Range. 25% of Range 14.11

Buy Zone 74.10 to 88.21

Hold Zone 88.21 to 116.43

Sell Zone 116.43 to 130.54

Present Market Price of 100.35 is in the **Hold** Zone

D UPSIDE DOWNSIDE RATIO (POTENTIAL GAIN VS. RISK OR LOSS)

$\frac{\text{High Price} - \text{Present Price}}{\text{Present Price}} = \frac{130.54 - 100.35}{100.35} = 0.3019 = 30.19\%$
 $\frac{\text{Present Price} - \text{Low Price}}{\text{Present Price}} = \frac{100.35 - 74.10}{100.35} = 0.2625 = 26.25\%$
 Ratio = $\frac{30.19}{26.25} = 1.15$ To 1

E PRICE TARGET (Note: This shows the potential market price appreciation over the next five years in simple interest terms.)

$\frac{\text{High Price}}{\text{Present Market Price}} = \frac{130.54}{100.35} = 1.30$ X 100 = 130.08 - 100 = 30.08 % Appreciation

5 5-YEAR POTENTIAL

This combines price appreciation with dividend yield to get an estimate of total return. It provides a standard for comparing income and growth stocks.

A $\frac{\text{Present Full Year's Dividend \$}}{\text{Present Price of Stock}} = \frac{2.480}{100.35} = 0.0247 = 2.47\%$ Present Yield

B AVERAGE YIELD - USING FORECAST HIGH P/E

$\frac{\text{Avg. \% Payout}}{\text{Forecast High PE}} = \frac{46.00\%}{21.40} = 2.15\%$

C COMPOUND ANNUAL RETURN - USING FORECAST HIGH P/E

Annualized Appreciation 5.40 %

Average Yield 2.15 %

Annualized Rate of Return 7.55 %