



**COLGATE-PALMOLIVE**

*The Power of WE:*

***A Report on Diversity, Equity and Inclusion at Colgate-Palmolive***

*2021*



**Disclaimer**

*This report, including our Diversity, Equity and Inclusion Strategy, contains forward-looking statements as that term is defined in the Private Securities Litigation Reform Act of 1995 or by the Securities and Exchange Commission (SEC) in its rules, regulations and releases. These statements are made on the basis of our views and assumptions as of this time, and we undertake no obligation to update these statements except as required by law. We caution investors that such forward-looking statements are not guarantees of future performance and that actual events or results may differ materially from these statements due to a number of factors. For information about factors that could impact our business and cause actual results to differ materially from these forward-looking statements, please refer to our filings with the SEC, including the information set forth under the caption “Risk Factors” in Colgate’s Annual Report on Form 10-K for the year ended December 31, 2020 and subsequent Quarterly Reports on Form 10-Q.*



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***“We have this incredible foundation at Colgate to build from, and we’ve got an exciting opportunity to grow in every possible way – to make sure everyone inside Colgate and in our communities feels valued, respected and championed. I believe we are truly poised to realize the power of our diversity and The Power of WE.”***

**– Noel Wallace, Chairman, President and CEO  
Colgate-Palmolive**



# Letters



## **Letter from Noel Wallace**

*Chairman, President and CEO  
Colgate-Palmolive*

To all Colgate-Palmolive stakeholders:

Reaching people in more than 200 countries and territories around the world, Colgate is building a healthier future for all. Fulfilling this purpose is more than a business proposition; it defines who we are, how we operate and why we are here. It begins inside our company – with the values we live by, the culture we create, the actions we take and the standards to which we hold ourselves accountable.

At the same time, it extends to all those we work with and serve – our partners, suppliers, customers, consumers, shareholders and communities. And delivering on our purpose requires the full power of our people – their talent, ideas and diversity. The two go hand in hand.

*When we talk about diversity, equity and inclusion, we dedicate ourselves to building a culture where every person feels a deep, real, and abiding sense of belonging and value.*

### **Accelerating Diversity, Equity and Inclusion**

The Colgate brand is in more homes than any other in the world. The global nature of our work gives us an opportunity – and a responsibility – to lead in diversity, equity and inclusion for the people and communities we serve. It also requires that

we recruit, hire, advance and partner with people whose experiences and backgrounds reflect the extraordinary diversity of the communities we serve. This effort is essential in enabling us to achieve our long term objective of achieving labor force representation across organizational levels. Internally, we thrive when each and every Colgate person feels welcomed, respected, and valued. And externally, we succeed when we do our part to advance equity and opportunity for all. So, we leverage our reach, networks and resources to create pathways for underrepresented groups and know that Colgate and our communities will be stronger for our efforts.

## **Colgate-Palmolive's First DE&I Report**

Diversity, equity and inclusion (DE&I) have been core priorities throughout our history, but the tragic events of 2020 led us to ask ourselves how we can do better. They prompted us to open up – to talk candidly and listen intently so we can act meaningfully. I am grateful to my colleagues for sharing their life experiences with racism, from microaggressions to blatant injustices. I am humbled by their strength and, like many of my colleagues, I want to help make real, lasting and necessary change. But that kind of change doesn't happen overnight. It happens when we take the time to listen, learn and act. Among the many things we learned this year was that Colgate people – and those we serve – want to know more about what Colgate is doing to advance DE&I. They want more communication about our progress and greater transparency – where we are excelling and where we still have room to grow. Those insights prompted this report.

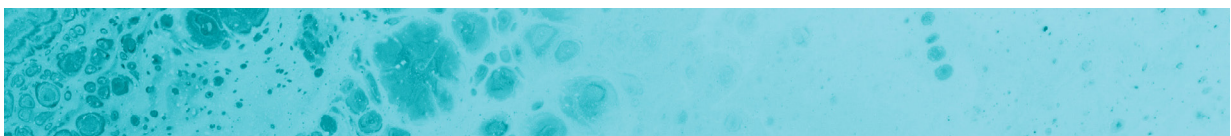
## **The Power of WE**

On the pages that follow, we share our goals, strategy, progress and plans. You'll read about what we've accomplished and also about where we still have work to do.

Our comprehensive Diversity, Equity and Inclusion Strategy was informed by Colgate people from across different divisions, functions and levels of the organization and is led by Colgate's first Chief DE&I Officer. It is brought to life by all of us – because only together can we create true and lasting change. At Colgate, we are proud of our collaborative spirit – what we call The Power of WE.

Together, WE have the power to create a sense of belonging for all Colgate people, to help our partners and suppliers make positive changes, to enhance the communities we serve and help all people thrive.

**Building a healthier future for all is our purpose and promise. It is The Power of WE at work.**





## Letter from Derek Gordon

Chief Diversity, Equity and Inclusion Officer  
Colgate-Palmolive

Our goals around diversity, equity and inclusion are clear. First, we want our company to reflect the diversity of the world we serve by achieving labor force representation across organizational levels. Second, we will ensure everyone who works at our company feels they belong and can succeed. Third, we will leverage our global reach to promote diversity among our partners and help underrepresented people in our communities thrive.

We've been working towards these goals for many years, and we have made progress. But there is more to do. 2020 punctuated persistent societal inequities and, more positively, the potential for change when we stop to listen, learn and act. At Colgate, the global pandemic brought

us closer together as a team. We saw how each other lived and developed an appreciation for our differences and for our personal lives. We elevated our caring value and compassion for one another. The tragic events in the summer

in the United States then jolted us again, prompting us to listen in a way that we have not before – to communicate more, and more openly, about diversity, equity and inclusion. We realized that we needed to be more transparent about our progress and our opportunities. This report is one of the deliberate commitments we made in 2020 to accelerate change.

Colgate is an amazing company that is both geographically and culturally diverse. While we are proud to be considered a most admired company, and we appreciate the nods to our achievements in innovation, sustainability and diversity, we want to be even better. Our path to improvement will be guided by our new DE&I strategy, which is focused on four priorities: people, communities, suppliers, and communication. Most important to our success will be driving accountability for managers, at all organizational levels, to create an inclusive culture within their organizations. Change only happens with the broad commitment of all people.

This report establishes where we are today. It is intended to explain our DE&I strategy, outline our progress, share our goals, and detail how we will accomplish them. I hope it also will give you a glimpse of life at Colgate and the caring, creative and collaborative people who work here. We want it to show you how we are strengthening our culture, how we are helping our suppliers and partners become more diverse and inclusive, and how we are making a difference in the communities where we live and work.

A handwritten signature in black ink that reads "Derek".

*Colgate is an amazing company that is both geographically and culturally diverse.*

# Our DE&I Journey



## Colgate's Culture of Caring: The Power of WE

### "The Power of WE fuels our work."

Colgate sells products in more than 200 countries and territories. By design – and by necessity – we are diverse. One in 10 of Colgate's salaried and clerical employees works outside their home country. Our people move around the world, immerse themselves in local cultures, and become invested in the communities where they live and work.

Our employees bring their own life experiences to Colgate, and build on that with what they learn from our consumers, partners and peers. Advancing diversity and equity inside and outside Colgate has been and always will be a fundamental part of our success.

Colgate was among the first corporate sponsors of the United Negro College Fund in 1944. Colgate's products were in the first care packages that were sent to refugees after World War II.

– Robert G. Colgate has traditionally not talked very much about what we do for society – we have just done it. We have always felt a deep sense of responsibility regarding the well-being and success of our employees and communities, but now we see that communicating and sharing are essential to building an inclusive culture. Below are highlights from our DE&I journey so far:

### Colgate's DE&I Journey



**1944**  
**United Negro College Fund**

Colgate has supported the United Negro College Fund (UNCF) since its founding. The UNCF is the largest minority education organization in the US.



**1973**

**Colgate Women's Games**

The Colgate Women's Games is founded. It is the nation's largest amateur track series, open to all participants from elementary school through college and beyond.

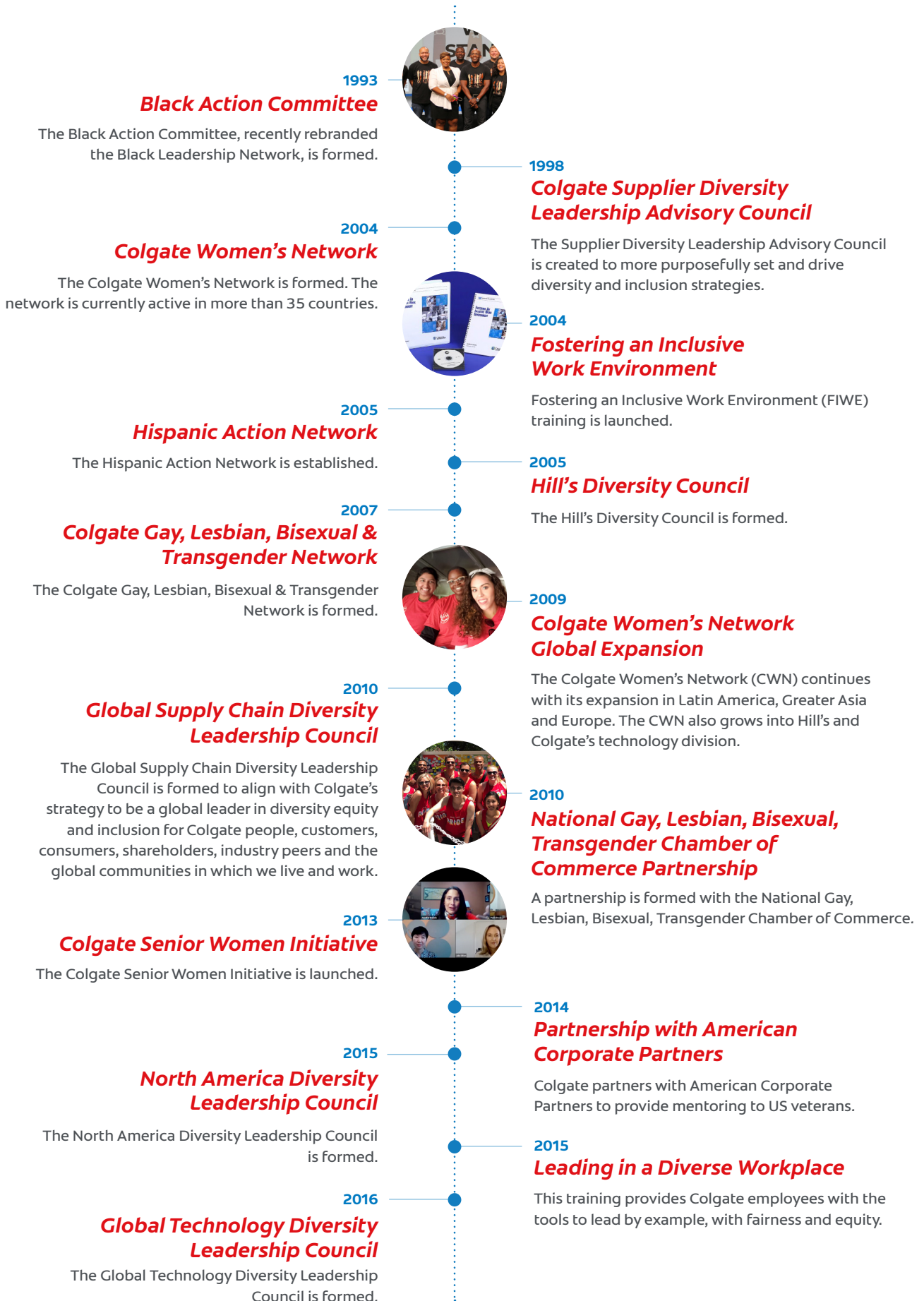
**1986**  
**Asian American Group**

The Asian American Group (AAG) is launched. It is now known as the Asian Action Network.

**1992**

**Vistas Latinas**

Vistas Latinas, Colgate's first LatinX employee network, is formed. It is now known as the LatinX Leadership Network.







**We are committed. We are optimistic. We are building a brighter, healthier future for all.**



To give you a window into the development of our strategy, we examined our organizational practices and record on diversity. We consulted our community partners. We held many “Colgate Conversations” and listened and learned with humility and empathy. We started with these questions:

### ***Are We Inclusive?***

Our employees said yes. Colgate has always worked hard to foster a diverse and inclusive environment where all Colgate people feel valued.

We continue to focus on ensuring equity and inclusion in our hiring and career development programs. We regularly review and revise our internal policies and practices to ensure they are equitable and free of bias. We are proud of our work, and we have progress to show for it.



### ***Can We Do Better?***

The answer is also yes. Diversity, equity and inclusion are crucial to the company's success. Change, however, is a constant so we must always be listening and evolving to do better.

As we discussed further, we learned that people are proud of Colgate's culture of caring, but want to be able to bring more of their authentic

selves to work. We talked about unconscious biases and how we should address them. With the inputs of many, we developed a plan with clear objectives and measurements, and established individual accountabilities for each and every manager.



***We are a global company, and we want to take diversity and inclusion to the highest levels.***

*– Ann T.*

Colgate is proud to share our inaugural DE&I report, which details how we are accelerating change to create a more inclusive organization

and advancing global equity efforts across race, ethnicity, socioeconomic status, disability, gender, sexual orientation, age, disability, religion, and many other identities. We also share our current and future supplier diversity efforts to increase our work with women and minority-owned businesses.

Finally, we have included how we are communicating more through open dialogues and greater opportunities to learn and understand.



**Colgate's Culture  
of Caring**

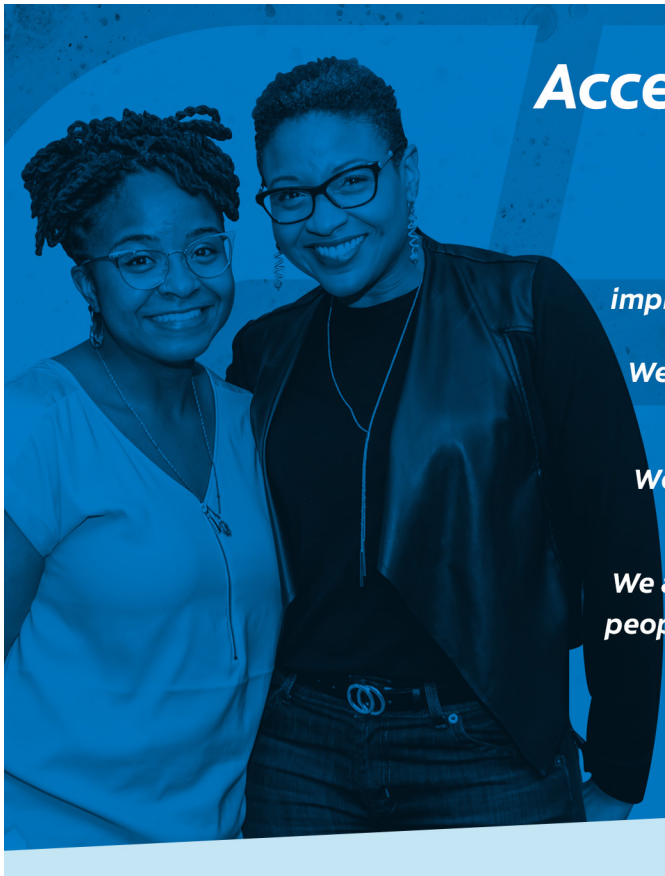
# Accelerating Change



## Our DE&I Strategic Plan

### DE&I 2025 Strategy

Colgate strives to be a role model for global diversity, equity and inclusion, recognized as a leader by Colgate people, consumers, shareholders, industry peers, and the global communities where we operate.

A photograph of two women of diverse backgrounds smiling and standing together. The woman on the left has dark hair in braids and is wearing glasses and a white top. The woman on the right has short dark hair, is wearing glasses and a black leather jacket over a black top. The background is a solid blue color with a faint white circular graphic behind the text.

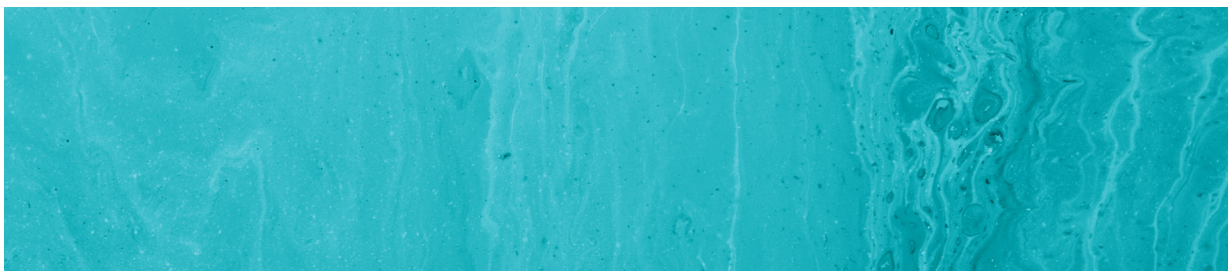
## Accelerating Change

We hold ourselves **accountable** for improving inclusion, equity and diversity

We will be **allies** for change both in our company and in our communities

We will be **transparent** about our plans and progress

We are **inspired** by the differences in our people and are stronger because of them



## DE&I 2025 Strategy

### CORPORATE INTENT

Colgate commits to be recognized as a leader in global diversity, equity and inclusion by Colgate people, customers, consumers, shareholders, industry peers, and the global communities in which we live and work.

### OUTCOME

Colgate people around the world feel like Colgate is a place where they belong; where they can be their authentic selves, feel treated with respect and have the support of their manager and the company to impact the business and achieve their potential.

			
<h3 style="color: #E67E22;">People</h3>	<h3 style="color: #2E86C1;">Community</h3>	<h3 style="color: #2E86C1;">Supplier Diversity</h3>	<h3 style="color: #A52A2A;">Communication</h3>
<p>Implementing policies, learning experiences and processes that promote awareness, empathy, advocacy and opportunity.</p> <p style="text-align: center;">-----</p> <p><b style="color: #E67E22;">Inclusion</b></p> <ul style="list-style-type: none"> <li>• Build empathy and active support for inclusive behaviors with training and experiences</li> <li>• Manager accountability                             <ul style="list-style-type: none"> <li>• Training</li> <li>• DE&amp;I champion</li> </ul> </li> </ul> <p><b style="color: #E67E22;">Diversity</b></p> <ul style="list-style-type: none"> <li>• We will drive representation across organizational levels in parity to labor force availability with focused, consistent effort</li> <li>• Invest in relationships with sources for entry-level hires</li> </ul> <p><b style="color: #E67E22;">Development</b></p> <ul style="list-style-type: none"> <li>• Expand leadership development efforts to high-potential under-represented talent</li> <li>• Leadership program expansion for diverse talent</li> <li>• Senior sponsorship</li> <li>• Succession plans</li> </ul> <p><b style="color: #E67E22;">Equity</b></p> <ul style="list-style-type: none"> <li>• Institutionalize processes to drive equality in hiring and advancement</li> <li>• Review existing processes                             <ul style="list-style-type: none"> <li>• Hire best qualified candidates from a diverse slate, considering diversity of thought/experience</li> </ul> </li> </ul>	<p>Become an ally for positive change in conditions for the underserved in communities in which we live and work.</p> <p style="text-align: center;">-----</p> <p>Increase active support for organizations that <b style="color: #2E86C1;">advance civil rights</b></p> <p>Become an ally for change, <b style="color: #2E86C1;">sponsoring the DE&amp;I agenda for industry associations</b></p> <p><b style="color: #2E86C1;">Leverage existing programs</b> to improve the lives of underrepresented</p> <p><b style="color: #2E86C1;">Support urban education</b> and help young people thrive by building awareness of opportunities and preparing them for success in the corporate world</p>	<p>Support minority- and women-owned suppliers to enable success of diversity owned businesses.</p> <p style="text-align: center;">-----</p> <p><b style="color: #2E86C1;">Expand pipeline and advance opportunities for diverse businesses</b></p> <ul style="list-style-type: none"> <li>• Build mentoring strategies to drive diverse business success</li> </ul> <p><b style="color: #2E86C1;">Build portfolios with every function and BU</b></p> <p><b style="color: #2E86C1;">Supplier Diversity Advocacy</b></p> <ul style="list-style-type: none"> <li>• Drive supplier diversity accountability and advocacy throughout organization                             <ul style="list-style-type: none"> <li>• Institute learning curriculum</li> <li>• Communicate diverse supplier stories</li> </ul> </li> </ul> <p><b style="color: #2E86C1;">Supplier Diversity Program</b></p> <ul style="list-style-type: none"> <li>• Increase direct spend (US program)</li> <li>• Achieve complete representation across all spend categories</li> <li>• Engage with strategic suppliers to mirror DE&amp;I goals</li> <li>• Global expansion for women-owned businesses</li> </ul>	<p>Promote dialogue around diversity, equity and inclusion to advance the culture change needed to achieve our purpose.</p> <p style="text-align: center;">-----</p> <p>Establish a <b style="color: #A52A2A;">communications strategy</b> for DE&amp;I to build awareness and comfort discussing issues of DE&amp;I</p> <p>Colgate Palmolive becomes an ally for change as a <b style="color: #A52A2A;">thought leader on issues of DE&amp;I</b>, leveraging social media.</p> <p>Encourage corporate accountability with <b style="color: #A52A2A;">transparent communication</b> of our DE&amp;I strategy and metrics.</p> <p>Ensure our <b style="color: #A52A2A;">brands communicate</b> with our underserved consumers in ways that are relevant by <b style="color: #A52A2A;">leveraging cultural insights</b></p>

## Our DE&I Pillars



### **People**

*Colgate cares.*

#### ***Diversity, Equity and Inclusion***

**We will be more diverse, equitable and inclusive by implementing policies, learning experiences, and processes that promote awareness, empathy, advocacy, and opportunity. Our goal is for Colgate people around the world to feel like Colgate is a place where they belong; where they can be their authentic selves, feel treated with respect, and have the support of their manager and the company to impact the business and achieve their potential.**

Change in inclusion within an organization starts at manager level. The essential determinant of a person's perception of the company is grounded in their everyday interactions. It is critically important that all managers feel accountable for upholding equity and inclusion. Beginning in 2021, all people managers have been given an individual objective focused on creating an inclusive team or enhancing their capacity to become more inclusive. We recognize that this measure isn't enough to ensure equity and inclusion. Colgate is also providing new training on unconscious bias and allyship, as well as manager inclusivity training. It's fundamental that we provide the tools for sustainable change to the people responsible for driving the change. We will measure our progress in creating a more inclusive organization with an inclusion index generated through an annual survey.

Over time, we also look to increase the representation of underrepresented people in our labor force. Key elements of this strategy include ensuring we have diverse slates for all positions, particularly at senior levels, where we know we have opportunities to increase diversity. We have to build our relationships with schools and organizations to ensure we have a robust pool of qualified candidates for opportunities within the company. And most importantly, our behavior must demonstrate our belief that a diverse and inclusive organization will outperform those that do not uphold these values. That means, over time, we expect to hire and advance qualified people, at all levels of the organization, who look like the communities in which we work and live. Once hired or promoted, we will empower and support them in their work.

Ultimately, this is about removing any biases in the system to assure fair opportunities in hiring and advancement. We have to ensure that

our people processes are unbiased. In 2019, we launched our Decide program, an anti-bias educational program that trains our global leadership how to eliminate unconscious bias in business and decision-making. To date, over 75% of our people managers have completed this program. Cultural education also plays a role in breaking down barriers. In 2021, we are focusing on both bias and allyship and expanding the target audience to all of Colgate's salaried and clerical people. Our training and development programs must make us aware of our unconscious biases, and encourage behaviors that set them aside, enabling us to become allies for change.

### Pay Parity

Colgate has long been committed to pay equity and its role in fostering a diverse and inclusive workplace. We pay all Colgate people

at a level commensurate with their role, work location, individual performance and experience, irrespective of gender, race, ethnicity, or any other category protected by law. Consistent with these values, Colgate conducts an annual US-based pay analysis for gender and race. Acknowledging that comparing pay based on race/ethnicity is challenging on a global basis, in 2020, Colgate also conducted a global gender-based pay analysis. Our results confirm that in the United States, Colgate has achieved statistical pay equity for gender

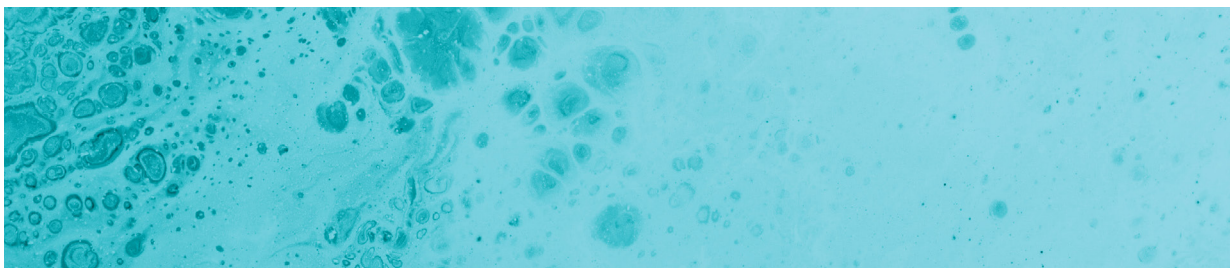
and race. Globally, there is a less than 1% unexplained difference in pay between women and men, and we are committed to continuing our work to close that gap.

*CWN is amplifying women's voices to drive awareness of the many challenges women face, so advocates and supporters of gender equity can help in empowering women to accelerate their progress into leadership.*

*- Jimena R.*

### Career Advancement

At Colgate, diversity attracts talent, drives innovation and leads to business success. We hire for expertise and skill, also recognizing the enormous value of diverse perspectives and backgrounds. To attract top talent, we invest in initiatives to ensure that Colgate people can maximize their potential. Our programs prioritize collaboration, tailored mentorship and leadership coaching.



Here are a few of our important leadership development programs focused on cultivating future Colgate leaders, including individuals from underrepresented groups:

<p><b>Advancing Critical Capabilities Empowers Leaders</b></p>	<p>Colgate is dedicated to creating opportunities for career advancement for Black and African Americans with Advancing Critical Capabilities Empowers Leaders (Accel). For the past four years, Accel annually selected 25 emerging Black and African-American leaders to increase their technical proficiency, achieve organizational goals, advance leadership, and be more globally competitive. Accel creates another crucial internal community through networking and mentoring opportunities, and participants engage with Colgate’s senior management to better understand executive leadership.</p>
<p><b>Velvet Suite</b></p>	<p>The Velvet Suite Brand Leadership program addresses hidden barriers to leadership faced by high-potential working women. Emphasizing personal-brand leadership models, the Velvet Suite creates leadership readiness through an understanding of one’s own potential and value.</p>
<p><b>Women’s Programs</b></p>	<p>We support the advancement of women’s leadership and are proud of our long-term sponsorship of several Women Unlimited Programs, including: Forums for Executive Women (FEW), Leadership Education and Development (LEAD) and IMPower. These programs provide women executives, managers, and emerging leaders with mentoring to maximize their talents and skills, increase employee motivation, and increase self-awareness and personal impacts.</p>

The **Global Leadership: Discover and Create the Future** innovative executive education and development program offers a global learning experience. Global Leadership is a consortium of select global companies seeking to prepare high-potential executives for global leadership roles.

In partnership with the Tuck School of Business at Dartmouth College, nominated participants form a diverse cohort to develop global competitive and personal leadership skills. A distinguishing feature of the program is immersion learning within countries that have significantly changed the face of global business. Participants apply their learnings through an “Action Learning Project”, which they present to Colgate’s CEO, Noel Wallace.

*My Accel experience has been instrumental to me feeling more connected at Colgate, more visible, and gave me a pathway to a passion project dear to my heart and a key area of focus for CP. It was invaluable.*

– Sabrina A.

The **Colgate Leadership Challenge** is Colgate’s key program for global, early-in-career, high-potential talent, focused on developing and retaining our next generation of global leaders. Participants engage with Colgate’s senior management to develop greater understanding of and connections to the company’s global organization, personal



leadership skills, and an opportunity to work on an important strategic issue for the company.

To support the development of our people managers, we provide **BetterUp Coaching** to 500 Colgate leaders annually. Participants receive personalized support to broaden and deepen their leadership skills and accelerate individual effectiveness and development.

Retaining excellent talent means equipping all Colgate's people with the knowledge and skills necessary for creating inclusive environments and career-advancement opportunities. Over the past year, Colgate instituted company-wide unconscious bias training and, next year, will implement allyship training. Colgate commemorated **Juneteenth** with a company-wide broadcast about racism and how to support Black and African-American communities, sponsored by Colgate's ERG, **The Black Leadership Network**. Juneteenth is just one example of the many events, activities and symposiums that the group offers to build understanding and inclusion.

### **Employee Resource Groups**

Reflecting The Power of WE, our **employee resource groups** propel employee engagement, fortify equity and inclusion, and drive business results. In addition to fostering greater awareness about different cultures or underrepresented groups, they create opportunities for career development and community engagement. Importantly, they teach us to be better allies.

*The Colgate Abilities Network (CAN) has given me an opportunity to feel comfortable self-identifying my disability ... The CAN program has been an important vehicle to bring awareness to the problem and to support people with disabilities. It helps to remove stigmas, educate and promote diversity and inclusion. – Jeff W.*

*Colgate Palmolive doesn't just speak about LGBTQ inclusion; the company takes action ... by Colgate leading and embracing a diverse and inclusive culture, it's not only good for business, it is good for the employees, it is good for the work environment of all employees, and it is about the talent we are seeking to retain, attract and recruit. – Andre M.*





A selection of Colgate's employee resource groups.

### Diversity Leadership Councils

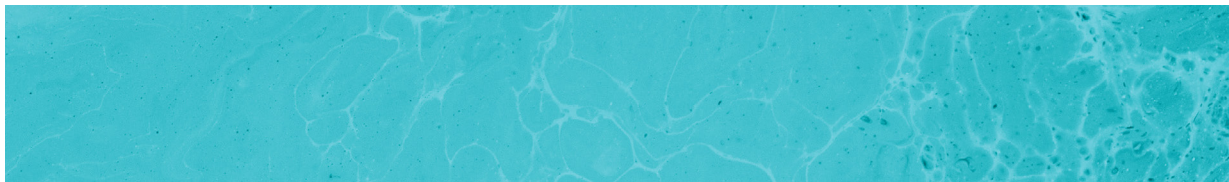
Colgate's Diversity Leadership Councils (DLC) are responsible for establishing inclusive frameworks for talent management and leadership practices. This year, we added Councils in Hill's North America, India, Latin America, and the global supply chain.

### Distinctions

Benchmarking is a helpful way to measure our progress and to also find ways to improve our practices and policies. Currently, we are working with more than 20 highly regarded organizations and are proud to be considered a leader in DE&I.



A selection of awards Colgate has earned.



# Diversity and Inclusion by the Numbers

Colgate has always worked to foster a diverse and inclusive environment and we are proud of the progress we've made. We believe we are competitive with the best-in-class global corporations overall on inclusion and underrepresented minorities. That said, as we review our performance, we know we have further to go.

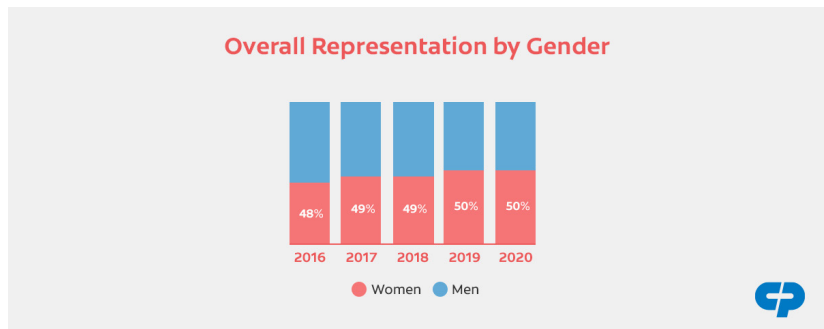
**Our board representation is 40% women and 20% Black/African American**

**Representation at corporate officer level is 19% women; 5% Black/African American; 5% LatinX and 10% Asian**

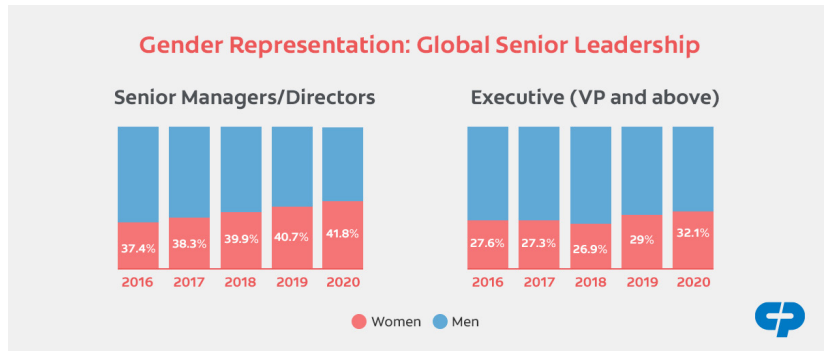
## 1. GENDER

Our data on gender represents Colgate-Palmolive's global workforce. All charts include salaried and clerical regular employees\* only.

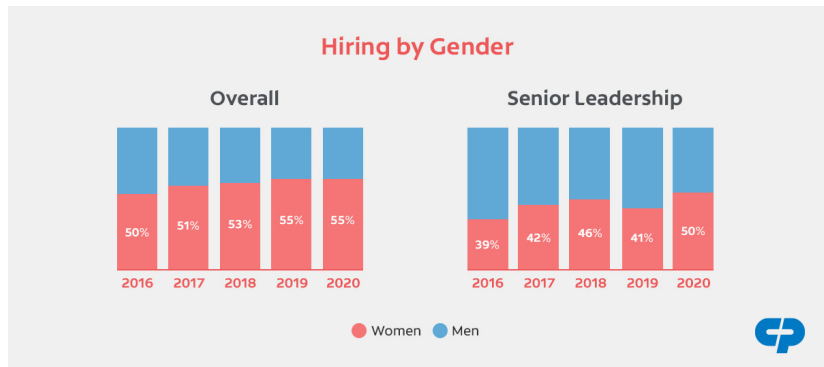
*Women represent 50% of our salaried and clerical (non-manufacturing) workforce*



*The company is accelerating female representation at senior levels of the company*



*The company is hiring women at or above the rate of men*

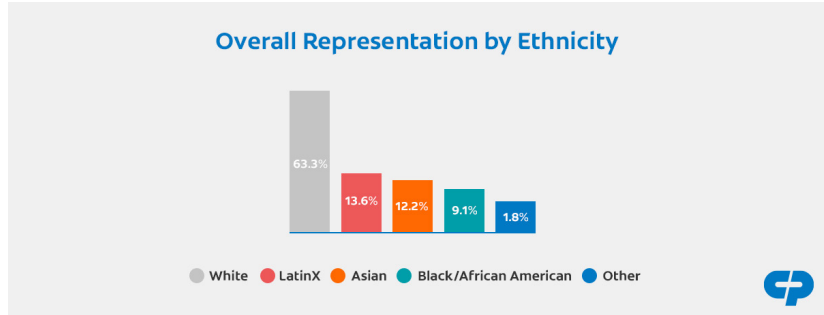


\*Regular employees: full-time, non-contractor/temporary/joint venture

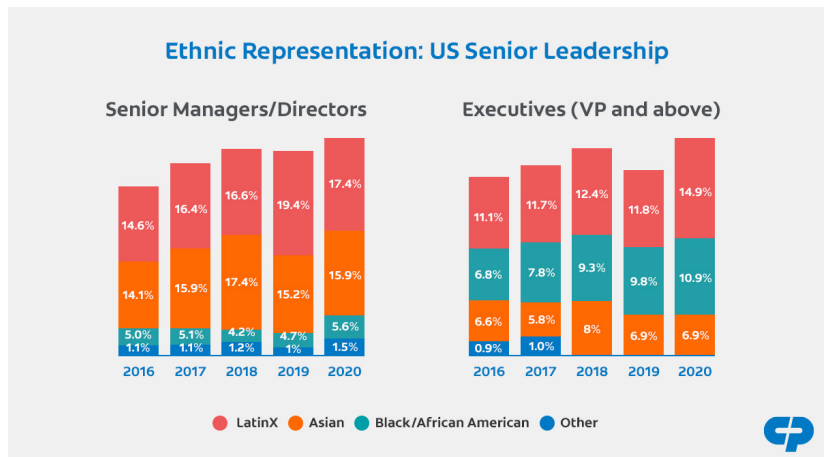
## 2. ETHNICITY

Our data on ethnicity represents our US workforce only. All charts refer to salaried and clerical regular employees\* only. "Other" refers to American Indian/Alaska Native, two or more races, Native Hawaiian or other Pacific Islander.

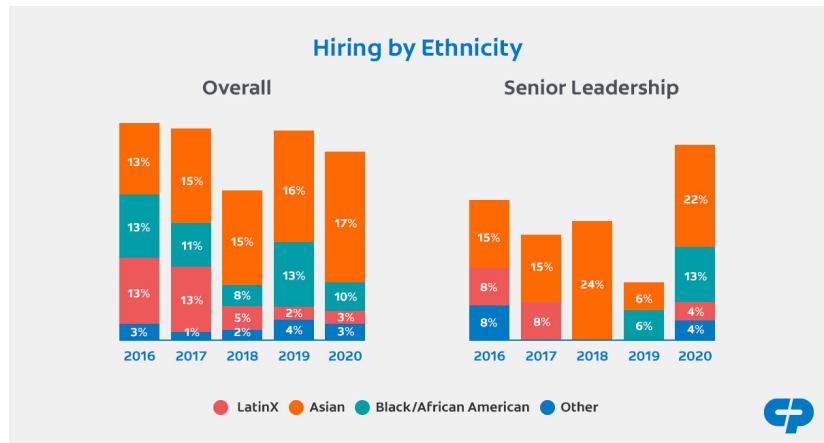
*Colgate's Black, Indigenous, and Person of Color (BIPOC) representation overall is in line with US labor force representation*



*Colgate is accelerating representation at the executive level, but recognize we must do better in our pipeline*



*In 2020, we advanced BIPOC hiring at senior levels, reversing a downward trend*



You can find our most recently filed Federal Employer Information EEO-1 Report [here](#), representing our US employees as of December 2018. The categories in the EEO-1 are prescribed by the federal government and do not represent how our workforce is organized or how we measure our progress. As a result, we believe the information reported above may provide a more useful and meaningful reflection of our company's diversity.

\*Regular employees: full-time, non-contractor/temporary/joint venture



## Community

We understand our responsibility and embrace our opportunity to make a difference.



**Colgate-Palmolive supports initiatives around the world**

We will continue to be an ally for positive change and support programs that promote healthy habits and academic and career success for underserved youth in our communities, particularly related to oral health and hygiene, as well as science and technology.

Colgate deeply values the trust invested in us by our people, customers, consumers and shareholders. We seek a healthier, brighter future for our people and for the communities we serve, beginning with oral health education and public health and extending into opportunities for underrepresented youth.

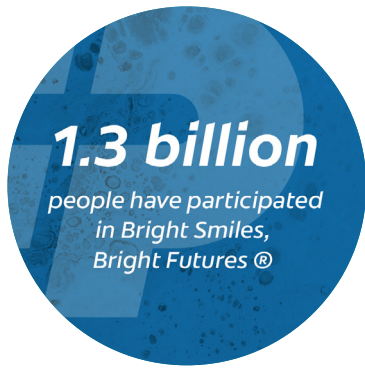


### United States



#### HEALTH

At Colgate, we know that oral care is key to lifelong health. For 30 years, Colgate's flagship oral health education initiative, **Bright Smiles, Bright Futures®** has reached more than a billion children and is in 80 countries. Our US **BSBF® mobile and accessible dental vans** travel to rural and urban communities and provide free dental screenings and activities that encourage healthy habits leading to healthy smiles.



Since 2012, Colgate has promoted good oral health care habits in LatinX communities during *Helping Families Smile Healthier Oral Health Month*. In 2016, the *Share More Time, Share More Smiles program* encouraged families to perform daily oral care routines together and share their photos on social media. As a result, Colgate donated \$1 to the ADA’s *Give Kids A Smile program* for each image posted and tagged.

Colgate partners with several non-governmental organizations like *Alliance for a Cavity-Free Future*, *the American Dental Association*, the *Global Child Dental Fund*, the *National Dental Association* and *Save the Children* to ensure that families and children receive proper oral health education and enjoy good oral health.

Handwashing is vital to children’s health and to community well-being. When the COVID-19 pandemic hit in 2020, Colgate mobilized five manufacturing facilities on three continents to produce and donate 26.5 million bars of *#SafeHands* soap, which was distributed to the

world’s most vulnerable people in 28 countries in partnership with *Unicef, CARE, and Save the Children*. Colgate also donated \$20 million in health and hygiene products to communities hit hardest by the pandemic. In addition, Colgate’s North America Division partnered with *Feeding America* and leveraged its Colgate *Bright Smiles, Bright Futures®* mobile dental vans to distribute *#SafeHands* soap bars and other health and hygiene products to school-age children and their families.

*The Colgate Games has empowered me to believe that I can achieve my dreams if I’m willing to work hard. In the future, I’ll be able to refer to my accomplishment at the Games as inspiration when I’m challenged.*

– Victoria V.

Colgate’s *Everyone Forever with WASH* (Water, Sanitation and Hygiene) program provides improved water quality, sanitation services, and proper hygiene education across Guatemala, India and Peru. From 2013 through 2019, Colgate has helped more than 500,000 people.



**GIRLS AND WOMEN**

Started in 1973, the *Colgate Women’s Games* is the largest indoor track and field competition for girls and women in the United States. What began as an opportunity for athletes from elementary school through college and beyond to compete in an all-female track series has grown into an institution that offers academic scholarships and fosters personal achievement, self-esteem and vital networking opportunities for tomorrow’s leaders.

Colgate proudly supports the *1,000 Dreams Fund* and is a title sponsor for the *MentorHER* initiative where talented young high-school girls, college, and post-graduate women are provided critical funding, resources, and meaningful mentor relationships.



**BLACK AND AFRICAN AMERICANS**

Colgate is deeply invested in the potential and advancement of Black and African-American youth. Since 1944, Colgate has partnered with the **United Negro College Fund** and sponsored **UNCF** events like “**A Mind is a Terrible Thing to Waste**” and, last year, we provided \$100,000 for the **Virtual Walk for Education**. Since 1989, Colgate has worked with the staff and students at the

**Wadleigh Secondary School** in Harlem, New York, for our nine-month summer internship program helping develop future leaders through work and learning experiences. Colgate has also funded an annual **College Tour** for graduating seniors to inspire them to continue their education. Our support for historically black colleges and universities (HBCUs) also runs deep. For decades, Colgate people have actively recruited on HBCU and other campuses across the nation to discover, cultivate and prepare graduates for careers at Colgate.

*Just being able to get the confidence back. I know that I’m going down the right path. I was able to talk to someone that had been through their career. I now know that I can get my degree and being different will help me succeed through my career ...*

– 1,000 Dreams Fund participant

Colgate is also committed to promoting national organizations that champion Black and African-American civil rights and urban education. We actively support the **National Urban League** and the **National Association for the Advancement of Colored People Legal Defense Fund**, and the **National Organization for the Professional Advancement of Black Chemists and Chemical Engineers**. We partnered with the **National Action Network** to address community issues and redoubled our efforts last year to solve problems created by COVID-19. Colgate will continue to leverage our resources with these important organizations and communities working directly to end injustice and create positive social impacts. We continue to work with the **National Dental Association Foundation** and **The Harvard School of Dental Medicine** to provide scholarships.

*When we cannot be there, we are proud and wholeheartedly support our Colgate people who donate to important initiatives. Colgate matches contributions of US employees up to \$8,000 annually.*



**LATINX**

Colgate supports **Haz la U**, an initiative that encourages LatinX high-school seniors to pursue higher education dreams. Colgate’s **Hill’s LatinX Leadership Network and JumpStart ERGs** hosts panels where Colgate’s senior leaders share perspectives and answer student questions on current and future business challenges and opportunities. Colgate works with the **Hispanic Dental Association** to provide oral education, advocacy and services for Hispanic communities.



### INDIGENOUS AMERICANS

Colgate partners with the [Society for American Indian Dentists](#) to promote dental health, encourage dental careers for American Indian youth, and support American Indian dentists' unique concerns.

Colgate also supports the [Diverse Dental Society](#) to celebrate Hispanic and Native American cultures and to promote oral health equity.



### ASIANS

Colgate supports [The Asian American Business Development Center \(AABDC\)](#), an organization that provides Asian-American business owners with critical capacity-building assistance. Celebrating Asian-American business achievements, Colgate also partners with the [AABDC](#) for the annual 50 Outstanding Asian Americans in Business Gala and Lunar New Year Celebration. Colgate supports the [#StopAsianHate](#) movement and stands with the Asian community.



### PEOPLE WITH DISABILITIES

We believe that People with Disabilities (PWD) have a right to work and bring valuable innovation and expertise to Colgate's workspaces. We partner with the [National Organization on Disability \(NOD\)](#) to increase job opportunities at Colgate. We also work with NOD to expand Colgate's disability inclusion programs. We partner with the [American Association for People with Disabilities](#) to increase the political and economic power of PWD and host a [Disability Mentoring Day](#). Colgate's [Abilities Network](#) regularly hosts students with disabilities for job-shadowing experiences.



### LGBTQIA+ COMMUNITIES

We stand with LGBTQIA+ communities. Colgate's digital campaign, Smile with Pride, featuring a same-sex couple and our [#SmileWithPride](#) message reached more than 350,000 people. In 2015, Colgate proudly signed onto an [amicus brief](#) to the United States Supreme Court in the landmark case *Obergefell v. Hodges*, supporting same-sex marriage. In 2019, Colgate joined millions to mark the 50th anniversary of the Stonewall Uprising at [WORLDPRIDE](#). We also support and volunteer at [NYC Pride Fest](#), [the San Diego Pride Festival](#), [National Coming Out Day](#), and [World AIDS Day](#). For the past five years, Colgate has maintained a 100 score on [Human Rights Campaign Corporate Equality Index](#), which measures employer LGBTQ-inclusive policies, practices, and benefits.





### VETERANS

We support US veterans for their service to the nation. Our ***Be A Hero, Hire A Hero*** and ***American Corporate Partners*** programs provide veterans and active-duty military spouses with support during their transition to civilian life. Additionally, Colgate's ***Military Commanders Scholarship Fund*** provides educational assistance to service members' children.



### PETS

***The Hill's Food, Shelter, and Love Program*** has provided more than \$295 million for pet food to over **1,000** animal shelters and helped more than **11 million** pets find their forever homes, and has a target to reach 15 million pets by 2025.



## MEXICO

Striving for better education is what ***Estrellas Colgate*** is all about. Colgate has fully funded this non-profit, providing athletic and wellness programs to underserved children in communities in Mexico since 1980. Our robust initiatives help foster new skills and healthy habits that have helped nearly 8,000 children learn and grow.

Hoping to attract more women into engineering careers, the Colgate Women's Network supports ***Mujeres con Casco*** (Women with Helmets), a program mentoring talented female high-school ***Entrelazando Esfuerzos*** students. Additionally, Colgate's ***Mujeres Becatas*** provides high-potential female engineering students with scholarships to complete their university studies and they are then considered in future hiring pools.



Colgate also works with the Mexican Ministry of Public Education and the Mexican Dental Association's Foundation on the ***SaludArte*** (Health and Art) initiative to change school-based health in the country. More than **25,000** under-resourced children in **110** schools participate and learn important daily handwashing and oral care routines.

With 160 national champions and 50 national records, we're continuing to make strides in enriching children's lives.

Colgate also supports these great community programs:

- ***Painting El Porvenir School***
- ***Nuestros Pequeños Hermanos orphanage***
- ***Reforestation activities***



## BRAZIL

Colgate supports *Apae De São Paulo* (Association of Parents and Friends of Exceptional Children), a non-profit organization that offers people with disabilities opportunities to experience the corporate world and develop their professional potential. Additionally, we work with Brazil's Ministry of Health to train community health agents who provide oral care and handwashing education. To date, we have reached over **14 million** people in more than 27 cities. Colgate also celebrates and supports *Brazil Black Consciousness Day*.



## SOUTH AFRICA

Since 1995, Colgate has sponsored the *Phelophepa train*, a mobile hospital that provides vital medical and oral health care in under-resourced communities. Every year, the train staff treats nearly **50,000 people** in **37 communities**. Our *Play Pumps* program provides fresh drinking water to impoverished and isolated rural communities in South Africa. As of 2016, Colgate installed Play Pumps in **20 schools across five provinces**, reaching more than **8,000** children and their families. Colgate hosts the annual **7,000-strong** community *Colgate Road Race*. All proceeds go to various community organizations in South Africa. Finally, Colgate joined thousands to work in communities on *Mandela Day* on July 17, 2015.



## INDIA

Colgate teams up with *Jeevika*, a women's empowerment organization, providing oral health education and oral care products to communities. Colgate trains *Maukhik Swasthya Mitras*, women who receive oral care certification and act as ambassadors to teach proper oral care. Jeevika reaches more than **2 million** households. In 2013, Colgate launched a scholarship contest where over **200 consumers** won educational scholarships to pay for education, books, and English classes. Colgate's *A Positive Step* matches employee donations to organizations supporting people living with HIV in India. Colgate also supports and participates in the *Mumbai Marathon Running for a Cause*.



## MALAYSIA

During the month of Ramadan, Colgate-Malaysia uplifts the spirit of giving and sharing to partner with *Mari Beramal Bersama Colgate* for the *Let's Do Charity Together* campaign. As of 2016, the campaign has raised **1,077,500 Malaysian ringgit** to support Malaysian orphanages.



## Supplier Diversity

*We all must succeed to change our world. We will increase our support for minority- and women-owned suppliers to enable their success.*



Successful supplier diversity requires active engagement and partnerships. At Colgate, we are creating and expanding business opportunities for underrepresented business owners to advance economic and social equity and strengthen communities.

We could not have done this without the help and expertise of these partners:

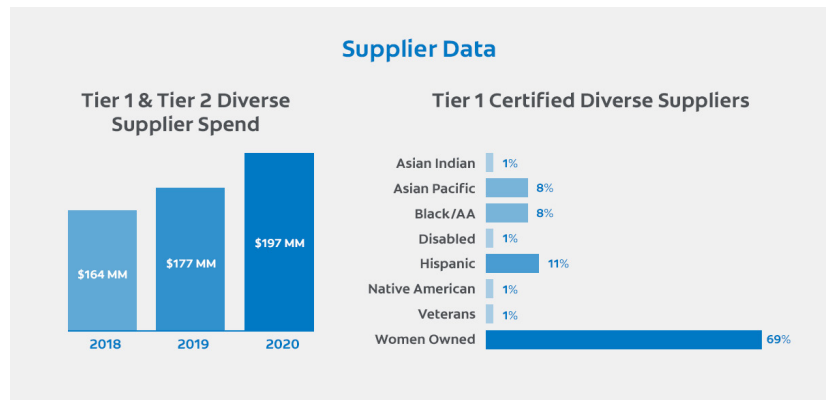
- National Minority Supplier Development Council
- Local Affiliate – New York/New Jersey Minority Supplier Development Council
- Women’s Business Enterprise National Council
- Women Presidents’ Educational Organization
- National Gay & Lesbian Chamber of Commerce
- Disability:IN
- National Veteran Owned Business Association

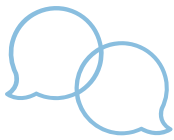
In 2020, about 6% of our Tier 1 direct and Tier 2 indirect spend was spent with minority- and women-owned businesses. Our goal is to increase that to 10%. An important part of that goal is to ensure we are helping develop business capability with our suppliers who share our values.

*We’re going from a numbers-based delivery to a values-oriented approach to support successful, diverse businesses.*

– Lauren R.

Our focus is to expand our work with diverse suppliers to increase our spend, encourage greater collaboration among our partners to engage minority- and women-owned businesses, and provide mentoring to companies who align with Colgate’s DE&I goals.





## Communication

*Our different experiences make us stronger. We grow when we share our real selves and our stories.*



We will continue to promote dialogue around diversity, equity and inclusion and increase visibility of our programs and progress to strengthen our culture, build trust among our stakeholders, and be a force for education and learning.

We must always be listening, learning and growing. If we are to innovate and win in the marketplace, we have to work together. Understanding each other and those we serve is as important as learning new technical skills and discovering new ingredients. Our success begins with our talent and our ability to leverage the potential

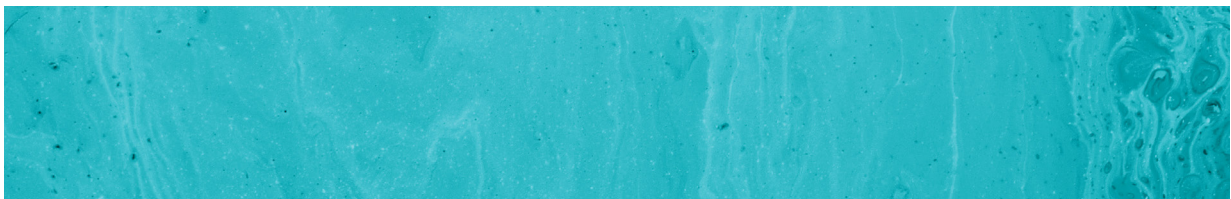
of each and every person to their fullest ability. To do that, we have to be constantly communicating. We must be open and honest, respectful and empathetic.

### Learning

At Colgate, we make time for our employees to learn about equity and inclusion through various channels. Since Juneteenth, we've had 13 different speaking opportunities and 16 DE&I workshops, including one with Dr Derald Sue, who recently spoke about unconscious bias and aggressions, primarily against Asians. Through leaders, managers and our ERGs, we will continue to offer more programming.

### Listening

Maximizing The Power of WE and communicating DE&I require robust feedback loops and regular assessment opportunities. We do this by paying close attention and responding to employee and consumer social media posts, surveys like Colgate Connect, and requests for more DE&I education. To get even better, we will continue to hold ourselves accountable and be transparent about our DE&I strategies.



### Brand Marketing and Diversity

Of course, our brands are also an important way we connect with consumers. They really communicate who we are and what we value. So, we are very thoughtful about how we position and market our brands so that they, too, reflect our *diversity, values* and *purpose*.

Here are a few of our recent marketing campaigns committed to showcasing Colgate's diverse brands and consumers.



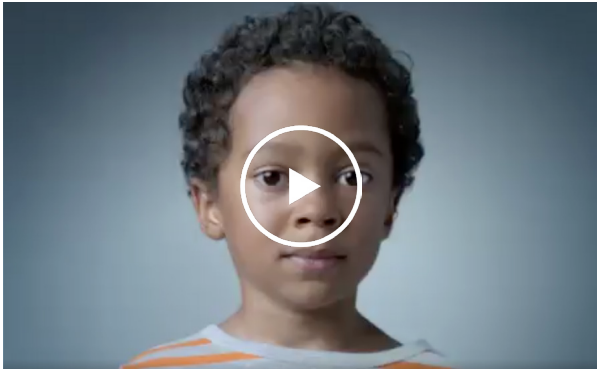
[Kenya Water Project](#)



[Auntie Jeab - Age Diversity](#)



[Gender Equality Recognition](#)



[Diversity in Europe - Elmex](#)

## ***Looking Ahead***

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Seeing the world through DE&I lenses enables us to create better work environments, inspire innovation, and grow our business. Most importantly, we can help create a better world for all people, their pets and our planet.

We cannot do this alone. That's the idea behind The Power of WE. WE all must work together for real and lasting change.

***Together, we can and we will create a brighter and better future for all.***

