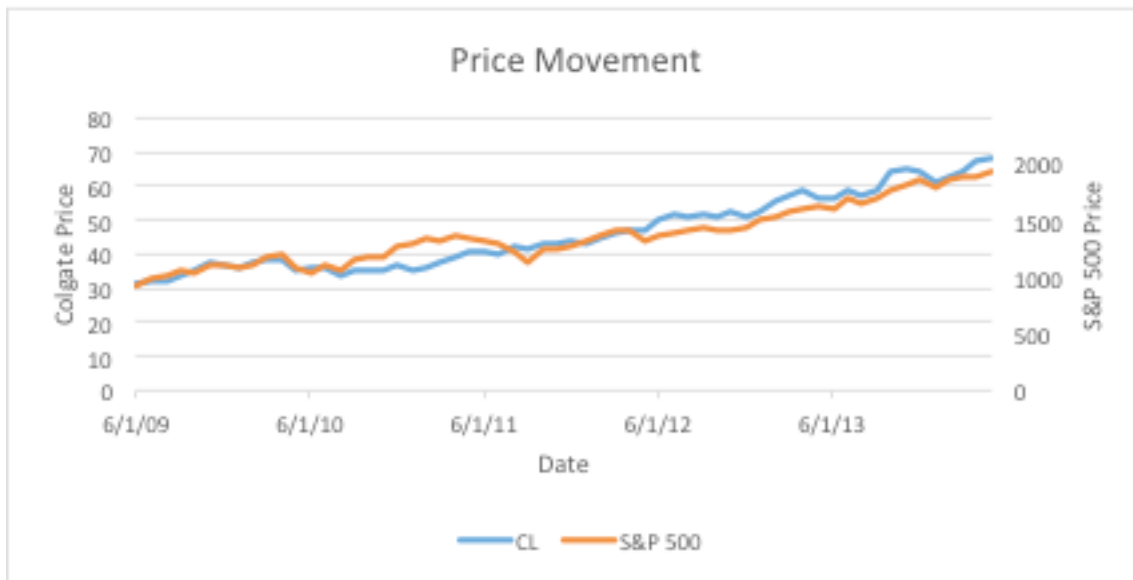


Memo

To: Ca Nguyen
From: Jared Cruz-Aedo
cc: Timothy Carpenter
Date: June 18, 2014
Re: Stock Plot of Colgate

The movement of the stock prices between Colgate and S&P 500 stayed the same till the end of June 1, 2010. After June 6 the stock price started to vary. Both of the trend lines are going in the same direction. Colgate is over performing the S&P 500 after June 1, 2012. During the year 2010 to 2011 Colgate was underperforming. My price of stock has increased the past five years with the starting value of 30 in 2009 to 70 in present time. The slope of the line is steep with a value of 20. The Colgate is not very volatile compared to the S&P 500 stock because from 2010 the stock is just increase till present time. During June 2009 the stock price increased till December 1, 2009 then decreased till June 1, 2010. After decreasing to year 2010 the price started to increases with very little adjustment.



Sincerely

Jared Cruz-Aedo