

Colgate-Palmolive Company
Geographic Sales Analysis Percentage Changes
For the Six Months Ended June 30, 2015 vs 2014
(Unaudited)

COMPONENTS OF SALES CHANGE

<u>Region</u>	<u>Sales Change As Reported</u>	<u>Organic Sales Change</u>	<u>As Reported Volume</u>	<u>Organic Volume</u>	<u>Ex-Divested Volume</u>	<u>Pricing Coupons Consumer & Trade Incentives</u>	<u>Foreign Exchange</u>
Total Company	(6.0)%	4.5 %	2.5 %	2.0 %	2.5 %	2.5 %	(11.0)%
Europe/South Pacific	(15.5)%	1.5 %	5.0 %	5.5 %	5.5 %	(4.0)%	(16.5)%
Latin America	(7.0)%	9.0 %	1.0 %	0.5 %	1.0 %	8.5 %	(16.5)%
Asia	- %	2.0 %	3.5 %	3.0 %	3.5 %	(1.0)%	(2.5)%
Africa/Eurasia	(16.0)%	6.0 %	(1.5)%	(1.5)%	(1.5)%	7.5 %	(22.0)%
Total International	(9.0)%	5.0 %	2.0 %	2.0 %	2.0 %	3.0 %	(14.0)%
North America	1.0 %	2.0 %	1.5 %	1.5 %	1.5 %	0.5 %	(1.0)%
Total CP Products	(7.0)%	4.5 %	2.0 %	2.0 %	2.0 %	2.5 %	(11.5)%
Hill's	(2.0)%	6.0 %	3.5 %	3.5 %	3.5 %	2.5 %	(8.0)%
Emerging Markets ⁽¹⁾	(6.5)%	7.0 %	2.0 %	1.5 %	2.0 %	5.5 %	(14.0)%
Developed Markets	(6.0)%	2.5 %	3.0 %	3.0 %	3.0 %	(0.5)%	(8.5)%

Note:

⁽¹⁾ Emerging Markets include Latin America, Asia (excluding Japan), Africa/Eurasia and Central Europe.