

## Colgate-Palmolive Company

## Geographic Sales Analysis Percentage Changes

For the Twelve Months Ended December 31, 2013 vs 2012

(Unaudited)

## COMPONENTS OF SALES CHANGE

<u>Region</u>	<u>Sales Change As Reported</u>	<u>12 Months Organic Sales Change</u>	<u>As Reported Volume</u>	<u>Organic Volume</u>	<u>Ex-Divested Volume</u>	<u>Pricing Coupons Consumer &amp; Trade Incentives</u>	<u>Foreign Exchange</u>
<b>Total Company</b>	2.0 %	6.0 %	5.0 %	5.0 %	5.0 %	1.0 %	(4.0)%
<b>Europe/South Pacific</b>	(0.5)%	(0.5)%	1.5 %	2.0 %	2.0 %	(2.5)%	0.5 %
<b>Latin America</b>	(0.5)%	9.5 %	5.5 %	6.0 %	6.0 %	3.5 %	(9.5)%
<b>Asia</b>	9.0 %	10.5 %	10.5 %	10.5 %	10.5 %	- %	(1.5)%
<b>Africa/Eurasia</b>	1.5 %	7.0 %	8.0 %	8.0 %	8.0 %	(1.0)%	(5.5)%
<b>Total International</b>	1.5 %	6.5 %	6.0 %	6.0 %	6.0 %	0.5 %	(5.0)%
<b>North America</b>	3.5 %	3.5 %	3.5 %	3.5 %	3.5 %	- %	- %
<b>Total CP Products</b>	2.0 %	6.0 %	5.5 %	5.5 %	5.5 %	0.5 %	(4.0)%
<b>Hill's</b>	2.5%	5.0 %	1.5 %	1.5 %	1.5 %	3.5 %	(2.5)%
<b>Emerging Markets <sup>(1)</sup></b>	3.0 %	9.5 %	8.0 %	8.0 %	8.0 %	1.5 %	(6.5)%
<b>Developed Markets</b>	1.0 %	2.0 %	1.5 %	2.0 %	2.0 %	- %	(0.5)%

Notes:

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