

Colgate-Palmolive Company

Geographic Sales Analysis Percentage Changes

For the Three Months Ended September 30, 2017 vs 2016

(Unaudited)

<u>Region</u>	<u>COMPONENTS OF SALES CHANGE</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	3.0 %	1.5 %	1.5 %	1.5 %	1.5 %	— %	1.5%
Europe	5.5 %	1.0 %	3.0 %	3.0 %	3.0 %	(2.0)%	4.5%
Latin America	6.5 %	5.5 %	3.0 %	3.0 %	3.0 %	2.5 %	1.0%
Asia Pacific	0.5 %	— %	— %	— %	— %	— %	0.5%
Africa/Eurasia	0.5 %	(2.0)%	(4.5)%	(4.5)%	(4.5)%	2.5 %	2.5%
Total International	4.0 %	2.0 %	1.5 %	1.5 %	1.5 %	0.5 %	2.0%
North America	(0.5)%	(1.0)%	3.0 %	3.0 %	3.0 %	(4.0)%	0.5%
Total CP Products	3.0 %	1.5 %	1.5 %	1.5 %	1.5 %	— %	1.5%
Hill's	2.0 %	1.0 %	1.0 %	1.0 %	1.0 %	— %	1.0%
Emerging Markets ⁽¹⁾	4.5 %	3.0 %	1.0 %	1.0 %	1.0 %	2.0 %	1.5%
Developed Markets	1.5 %	(0.5)%	2.0 %	2.0 %	2.0 %	(2.5)%	2.0%

Note:

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