

Colgate-Palmolive Company

Geographic Sales Analysis Percentage Changes

For the Three Months Ended September 30, 2013 vs 2012

(Unaudited)

COMPONENTS OF SALES CHANGE

<u>Region</u>	<u>Sales Change As Reported</u>	<u>3 Months 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	1.5 %	6.0 %	5.0 %	5.0 %	5.0 %	1.0 %	(4.5)%
Europe/South Pacific	1.5 %	1.0 %	2.0 %	2.5 %	2.5 %	(1.5)%	1.0 %
Latin America	(2.0)%	9.5 %	5.5 %	6.0 %	6.0 %	3.5 %	(11.0)%
Asia	7.5 %	10.5 %	11.0 %	11.0 %	11.0 %	(0.5)%	(3.0)%
Africa/Eurasia	2.0 %	8.5 %	7.5 %	7.5 %	7.5 %	1.0 %	(6.5)%
Total International	1.5 %	7.0 %	6.0 %	6.0 %	6.0 %	1.0 %	(5.5)%
North America	1.0 %	1.5 %	1.5 %	1.5 %	1.5 %	- %	(0.5)%
Total CP Products	1.5 %	6.0 %	5.0 %	5.0 %	5.0 %	1.0 %	(4.5)%
Hill's	3.0 %	6.0 %	3.0 %	3.0 %	3.0 %	3.0 %	(3.0)%
Emerging Markets ⁽¹⁾	2.0 %	9.5 %	7.5 %	7.5 %	7.5 %	2.0 %	(7.5)%
Developed Markets	1.0 %	2.0 %	1.5 %	2.0 %	2.0 %	- %	(0.5)%

Notes:

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