

Colgate-Palmolive Company

Geographic Sales Analysis Percentage Changes

For the Twelve Months Ended December 31, 2014 vs 2013

(Unaudited)

COMPONENTS OF SALES CHANGE

<u>Region</u>	<u>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	(1.0)%	5.0 %	3.0 %	3.0 %	3.0 %	2.0 %	(6.0)%
Europe/South Pacific	0.5 %	1.5 %	3.5 %	4.0 %	4.0 %	(2.5)%	(0.5)%
Latin America	(5.0)%	9.0 %	2.5 %	2.0 %	2.5 %	7.0 %	(14.5)%
Asia	1.5 %	4.5 %	3.5 %	3.5 %	3.5 %	1.0 %	(3.0)%
Africa/Eurasia	(4.0)%	7.0 %	6.0 %	6.0 %	6.0 %	1.0 %	(11.0)%
Total International	(2.0)%	6.0 %	3.5 %	3.5 %	3.5 %	2.5 %	(8.0)%
North America	1.5 %	2.5 %	3.5 %	3.5 %	3.5 %	(1.0)%	(1.0)%
Total CP Products	(1.0)%	5.0 %	3.5 %	3.5 %	3.5 %	1.5 %	(6.0)%
Hill's	2.0%	4.0 %	1.0 %	1.0 %	1.0 %	3.0 %	(2.0)%
Emerging Markets ⁽¹⁾	(2.5)%	7.5 %	3.5 %	3.5 %	3.5 %	4.0 %	(10.0)%
Developed Markets	1.0 %	2.0 %	2.0 %	2.5 %	2.5 %	(0.5)%	(0.5)%

Note:

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