

Colgate-Palmolive Company

Geographic Sales Analysis Percentage Changes

For the Twelve Months Ended December 31, 2024 vs. 2023

(Unaudited)

<u>Region</u>	<u>COMPONENTS OF SALES CHANGE</u>				
	<u>Sales Change As Reported</u>	<u>Organic Sales Change</u>	<u>Volume</u>	<u>Pricing Coupons Consumer & Trade Incentives</u>	<u>Foreign Exchange</u>
Total Company	3.3%	7.4%	3.1%	4.4%	(4.1)%
North America⁽¹⁾	0.5%	0.7%	2.6%	(1.9)%	(0.1)%
Latin America	3.1%	16.8%	3.9%	12.9%	(13.7)%
Europe⁽¹⁾	7.7%	6.7%	4.1%	2.5%	1.1%
Asia Pacific	2.7%	4.0%	3.1%	1.0%	(1.3)%
Africa/Eurasia	1.2%	13.3%	7.6%	5.7%	(12.1)%
Total CP Products	3.0%	8.1%	3.7%	4.4%	(5.2)%
Hill's	4.5%	4.9%	0.8%	4.1%	(0.4)%
Emerging Markets⁽²⁾	3.0%	12.2%	4.0%	8.2%	(9.2)%
Developed Markets	3.5%	3.6%	2.3%	1.3%	—%

Notes: Table may not sum due to rounding.

(1) The Company has recast its historical geographic segment information to conform to the reporting structure effective as of July 1, 2024.

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