

Colgate-Palmolive Company

Geographic Sales Analysis Percentage Changes

For the Three Months Ended December 31, 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	2.0 %	6.5 %	6.5 %	6.5 %	6.5 %	- %	(4.5)%
Europe/South Pacific	(0.5)%	(1.5)%	2.5 %	3.0 %	3.0 %	(4.5)%	1.5 %
Latin America	1.0 %	12.5 %	10.0 %	10.0 %	10.0 %	2.5 %	(11.5)%
Asia	4.5 %	9.0 %	10.5 %	10.5 %	10.5 %	(1.5)%	(4.5)%
Africa/Eurasia	0.5 %	7.0 %	6.0 %	6.0 %	6.0 %	1.0 %	(6.5)%
Total International	1.0 %	7.0 %	7.5 %	7.5 %	7.5 %	(0.5)%	(6.0)%
North America	2.5 %	3.0 %	4.0 %	4.0 %	4.0 %	(1.0)%	(0.5)%
Total CP Products	1.5 %	6.5 %	7.0 %	7.0 %	7.0 %	(0.5)%	(5.0)%
Hill's	4.5 %	7.0 %	4.0 %	4.0 %	4.0 %	3.0 %	(2.5)%
Emerging Markets ⁽¹⁾	2.0 %	10.5 %	9.5 %	9.5 %	9.5 %	1.0 %	(8.5)%
Developed Markets	1.0 %	2.0 %	3.0 %	3.5 %	3.5 %	(1.5)%	(0.5)%

Notes:

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