

Colgate-Palmolive Company
Geographic Sales Analysis Percentage Changes
For the Twelve Months Ended December 31, 2014 vs 2013
(Unaudited)

Region	COMPONENTS OF SALES CHANGE						
	Sales Change As Reported	12 Months Organic Sales Change	As Reported Volume	Organic Volume	Ex-Volume	Pricing Coupons Consumer & Trade Incentives	Foreign Exchange
Total Company	(1.0)%	5.0%	3.0%	3.0%	3.0%	2.0%	(6.0)%
Europe	1.0%	1.0%	3.0%	3.5%	3.5%	(2.5)%	0.5%
Latin America	(5.0)%	9.0%	2.5%	2.0%	2.5%	7.0%	(14.5)%
Asia Pacific	1.0%	4.0%	4.0%	4.0%	4.0%	—%	(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.