

Colgate-Palmolive Company

Geographic Sales Analysis Percentage Changes

For the Twelve Months Ended December 31, 2018 vs. 2017

(Unaudited)

COMPONENTS OF SALES CHANGE

<u>Region</u>	<u>Sales Change As Reported</u>	<u>Organic Sales Change</u>	<u>As Reported Volume⁽¹⁾</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%	0.5%	1.0%	—%	1.0%	0.5%	(1.0)%
Europe	4.5%	0.5%	2.5%	2.5%	2.5%	(2.0)%	4.0%
Latin America	(7.5)%	(1.0)%	(2.5)%	(2.5)%	(2.5)%	1.5%	(6.5)%
Asia Pacific	(1.5)%	(1.5)%	(1.5)%	(1.5)%	(1.5)%	—%	—%
Africa/Eurasia	(1.5)%	2.5%	(1.0)%	(1.0)%	(1.0)%	3.5%	(4.0)%
Total International	(2.5)%	(0.5)%	(1.0)%	(1.0)%	(1.0)%	0.5%	(2.0)%
North America⁽¹⁾	7.5%	2.5%	6.5%	1.5%	6.5%	1.0%	—%
Total CP Products	—%	—%	1.0%	(0.5)%	1.0%	0.5%	(1.5)%
Hill's	4.0%	3.5%	1.5%	1.5%	1.5%	2.0%	0.5%
Emerging Markets⁽²⁾	(4.0)%	(0.5)%	(2.0)%	(2.0)%	(2.0)%	1.5%	(3.5)%
Developed Markets	5.0%	1.5%	3.5%	1.5%	3.5%	—%	1.5%

Notes:

(1) The impact of the previously disclosed professional skin care acquisitions on as reported volume was 1.0% for Total Company and 5.0% for North America.

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