

Colgate-Palmolive Company
Geographic Sales Analysis Percentage Changes
For the Three Months Ended March 31, 2015 vs 2014
(Unaudited)

<u>Region</u>	<u>Sales Change As Reported</u>	<u>3 Months Organic Sales Change</u>	<u>COMPONENTS OF SALES CHANGE</u>				
			<u>As Reported Volume</u>	<u>Organic Volume</u>	<u>Ex-Volume</u>	<u>Pricing Coupons Consumer & Trade Incentives</u>	<u>Foreign Exchange</u>
Total Company	(6.0)%	4.0%	1.5%	1.5%	1.5%	2.5%	(10.0)%
Europe	(15.5)%	0.5%	5.0%	5.5%	5.5%	(5.0)%	(15.5)%
Latin America	(5.5)%	9.0%	1.5%	1.0%	1.5%	8.0%	(15.0)%
Asia Pacific	(3.0)%	—%	2.0%	1.5%	2.0%	(1.5)%	(3.5)%
Africa/Eurasia	(15.0)%	8.0%	0.5%	0.5%	0.5%	7.5%	(23.0)%
Total International	(8.0)%	4.5%	2.0%	2.0%	2.0%	2.5%	(12.5)%
North America	0.5%	1.5%	—%	—%	—%	1.5%	(1.0)%
Total CP Products	(6.5)%	4.0%	1.5%	1.5%	1.5%	2.5%	(10.5)%
Hill's	(2.5)%	5.5%	2.0%	2.0%	2.0%	3.5%	(8.0)%
Emerging Markets⁽¹⁾	(6.0)%	6.5%	1.5%	1.5%	1.5%	5.0%	(12.5)%
Developed Markets	(6.0)%	1.5%	2.0%	2.0%	2.0%	(0.5)%	(7.5)%

Note:

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