

## Colgate-Palmolive Company

## Geographic Sales Analysis Percentage Changes

For the Nine Months Ended September 30, 2013 vs 2012

(Unaudited)

## COMPONENTS OF SALES CHANGE

<u>Region</u>	<u>Sales Change As Reported</u>	<u>9 Months Organic Sales Change</u>	<u>As Reported Volume</u>	<u>Organic Volume</u>	<u>Ex-Divested Volume</u>	<u>Pricing Coupons Consumer &amp; Trade Incentives</u>	<u>Foreign Exchange</u>
Total Company	2.0 %	5.5 %	4.5 %	4.5 %	4.5 %	1.0 %	(3.5)%
Europe/South Pacific	(0.5)%	- %	1.0 %	1.5 %	1.5 %	(1.5)%	- %
Latin America	(1.0)%	8.5 %	4.5 %	5.0 %	5.0 %	3.5 %	(9.0)%
Asia	10.5 %	11.5 %	11.0 %	11.0 %	11.0 %	0.5 %	(1.0)%
Africa/Eurasia	1.5 %	7.0 %	9.0 %	9.0 %	9.0 %	(2.0)%	(5.5)%
Total International	1.5 %	6.5 %	5.0 %	5.5 %	5.5 %	1.0 %	(4.5)%
North America	3.5 %	4.0 %	3.5 %	3.5 %	3.5 %	0.5 %	(0.5)%
Total CP Products	2.0 %	6.0 %	4.5 %	5.0 %	5.0 %	1.0 %	(3.5)%
Hill's	1.5%	4.0 %	1.0 %	1.0 %	1.0 %	3.0 %	(2.5)%
Emerging Markets <sup>(1)</sup>	3.0 %	9.0 %	7.0 %	7.0 %	7.0 %	2.0 %	(6.0)%
Developed Markets	1.0 %	2.0 %	1.5 %	2.0 %	2.0 %	- %	(0.5)%

Notes:

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