

Colgate-Palmolive Company

Geographic Sales Analysis Percentage Changes

For the Three Months Ended March 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⁾	6.5%	1.5 %	2.0 %	1.5 %	2.0 %	— %	4.5%
Europe	16.0%	1.5 %	4.0 %	4.0 %	4.0 %	(2.5)%	14.5%
Latin America	0.5%	0.5 %	— %	— %	— %	0.5 %	—%
Asia Pacific	5.5%	— %	0.5 %	0.5 %	0.5 %	(0.5)%	5.5%
Africa/Eurasia	3.5%	(1.0)%	(3.5)%	(3.5)%	(3.5)%	2.5 %	4.5%
Total International	6.0%	0.5 %	1.0 %	1.0 %	1.0 %	(0.5)%	5.5%
North America ⁽¹⁾	9.0%	5.0 %	9.0 %	5.5 %	9.0 %	(0.5)%	0.5%
Total CP Products	6.5%	1.5 %	2.5 %	2.0 %	2.5 %	(0.5)%	4.5%
Hill's	5.5%	1.5 %	0.5 %	0.5 %	0.5 %	1.0 %	4.0%
Emerging Markets ⁽²⁾	4.0%	0.5 %	— %	— %	— %	0.5 %	3.5%
Developed Markets	9.0%	2.5 %	4.5 %	3.0 %	4.5 %	(0.5)%	5.0%

Note:

(1) The impact of the previously disclosed professional skin care acquisitions on as reported volume was 0.5% for Total Company and 3.5% for North America.

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