

Table 5

Colgate-Palmolive Company

Geographic Sales Analysis Percentage Changes

For the Three Months Ended March 31, 2021 vs. 2020

(Unaudited)

<u>Region</u>	<u>COMPONENTS OF SALES CHANGE</u>					
	<u>Sales Change As Reported</u>	<u>Organic Sales Change</u>	<u>As Reported Volume</u>	<u>Organic Volume</u>	<u>Pricing Coupons Consumer & Trade Incentives</u>	<u>Foreign Exchange</u>
Total Company ⁽¹⁾	6.0 %	5.0 %	0.5 %	0.5 %	4.5 %	1.0 %
North America ⁽¹⁾	(0.5)%	(1.5)%	(6.5)%	(7.0)%	5.5 %	0.5 %
Latin America	2.0 %	9.5 %	1.0 %	1.0 %	8.5 %	(7.5)%
Europe	6.0 %	(2.0)%	(3.5)%	(3.5)%	1.5 %	8.0 %
Asia Pacific	16.5 %	11.0 %	10.5 %	10.5 %	0.5 %	5.5 %
Africa/Eurasia	8.5 %	13.0 %	5.0 %	5.0 %	8.0 %	(4.5)%
Total CP Products ⁽¹⁾	5.5 %	4.5 %	— %	— %	4.5 %	1.0 %
Hill's	9.5 %	7.0 %	3.0 %	3.0 %	4.0 %	2.5 %
Emerging Markets ⁽²⁾	8.5 %	11.5 %	5.5 %	5.5 %	6.0 %	(3.0)%
Developed Markets ⁽¹⁾	4.0 %	— %	(3.5)%	(3.5)%	3.5 %	4.0 %

Notes:

(1) The impact of the previously disclosed acquisition of the hello oral care business on as reported volume was 0% for Total Company, 0.5% for North America, 0% for Total CP Products and 0% for Developed Markets.

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