

## Colgate-Palmolive Company

## Geographic Sales Analysis Percentage Changes

For the Three Months Ended March 31, 2013 vs 2012

(Unaudited)

## COMPONENTS OF SALES CHANGE

<u>Region</u>	<u>Sales Change As Reported</u>	<u>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	2.5 %	6.0 %	4.0 %	4.5 %	4.5 %	1.5 %	(3.0)%
Europe/South Pacific	(0.5)%	0.5 %	-	0.5 %	0.5 %	-	(0.5)%
Latin America	1.0 %	9.0 %	5.5 %	6.0 %	6.0 %	3.0 %	(7.5)%
Greater Asia/Africa	8.5 %	10.0 %	11.0 %	11.0 %	11.0 %	(1.0)%	(1.5)%
Total International	3.0 %	7.0 %	5.5 %	6.0 %	6.0 %	1.0 %	(3.5)%
North America	5.5 %	5.5 %	3.5 %	3.5 %	3.5 %	2.0 %	-
Total CP Products	3.5 %	6.5 %	5.5 %	5.5 %	5.5 %	1.0 %	(3.0)%
Hill's	(1.5)%	0.5 %	(3.0)%	(3.0)%	(3.0)%	3.5 %	(2.0)%
Emerging Markets <sup>(1)</sup>	4.0 %	9.5 %	7.5 %	8.0 %	8.0 %	1.5 %	(5.0)%
Developed Markets	1.0 %	2.0 %	0.5 %	0.5 %	0.5 %	1.5 %	(1.0)%

Notes:

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