

Colgate-Palmolive Company
Geographic Sales Analysis Percentage Changes
For the Six Months Ended June 30, 2014 vs 2013

(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 & Trade Incentives</u>	<u>Foreign Exchange</u>
Total Company	- %	5.5 %	4.0 %	4.0 %	4.0 %	1.5 %	(5.5)%
Europe/South Pacific	4.0 %	2.0 %	4.0 %	4.5 %	4.5 %	(2.5)%	2.5 %
Latin America	(4.5)%	9.5 %	4.0 %	4.0 %	4.0 %	5.5 %	(14.0)%
Asia	0.5 %	5.5 %	5.0 %	5.0 %	5.0 %	0.5 %	(5.0)%
Africa/Eurasia	(1.0)%	8.0 %	7.5 %	7.5 %	7.5 %	0.5 %	(9.0)%
Total International	(0.5)%	6.5 %	4.5 %	4.5 %	4.5 %	2.0 %	(7.0)%
North America	2.0 %	2.5 %	3.5 %	3.5 %	3.5 %	(1.0)%	(0.5)%
Total CP Products	- %	5.5 %	4.5 %	4.5 %	4.5 %	1.0 %	(5.5)%
Hill's	3.0%	4.0 %	1.0 %	1.0 %	1.0 %	3.0 %	(1.0)%
Emerging Markets ⁽¹⁾	(2.0)%	8.0 %	5.0 %	5.0 %	5.0 %	3.0 %	(10.0)%
Developed Markets	2.5 %	2.0 %	2.5 %	2.5 %	2.5 %	(0.5)%	0.5 %

Notes:

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