

Colgate-Palmolive Company

Geographic Sales Analysis Percentage Changes

For the Three Months Ended June 30, 2013 vs 2012

(Unaudited)

COMPONENTS OF SALES CHANGE

<u>Region</u>	<u>Sales Change As Reported</u>	<u>3 Months 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	2.0 %	5.5 %	4.0 %	4.5 %	4.5 %	1.0 %	(3.0)%
Europe/South Pacific	(3.0)%	(2.0)%	0.5 %	1.0 %	1.0 %	(3.0)%	(0.5)%
Latin America	(1.5)%	7.0 %	2.0 %	2.5 %	2.5 %	4.5 %	(8.0)%
Greater Asia/Africa	8.0 %	9.5 %	9.5 %	9.5 %	9.5 %	- %	(1.5)%
Total International	1.0 %	5.0 %	4.0 %	4.0 %	4.0 %	1.0 %	(4.0)%
North America	5.0 %	5.0 %	6.0 %	6.0 %	6.0 %	(1.0)%	- %
Total CP Products	1.5 %	5.0 %	4.5 %	4.5 %	4.5 %	0.5 %	(3.5)%
Hill's	3.5 %	5.5 %	2.5 %	2.5 %	2.5 %	3.0 %	(2.0)%
Emerging Markets ⁽¹⁾	3.0 %	8.5 %	5.5 %	6.0 %	6.0 %	2.5 %	(5.0)%
Developed Markets	0.5 %	1.5 %	2.5 %	2.5 %	2.5 %	(1.0)%	(1.0)%

Notes:

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