

Colgate-Palmolive Company

Geographic Sales Analysis Percentage Changes

For the Twelve Months Ended December 31, 2023 vs. 2022

(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⁽¹⁾</u> | <u>Organic Volume</u> | <u>Pricing Coupons Consumer & Trade Incentives</u> | <u>Foreign Exchange</u> |
| Total Company | 8.5% | 8.5% | (0.5)% | (1.5)% | 10.0% | (1.0)% |
| North America | 3.0% | 3.0% | (4.5)% | (4.5)% | 7.5% | —% |
| Latin America | 16.5% | 15.5% | 2.5% | 2.5% | 13.0% | 1.0% |
| Europe | 7.5% | 5.0% | (4.5)% | (4.5)% | 9.5% | 2.5% |
| Asia Pacific | (1.5)% | 2.5% | (3.5)% | (3.5)% | 6.0% | (4.0)% |
| Africa/Eurasia | —% | 17.5% | 4.5% | 4.5% | 13.0% | (17.5)% |
| Total CP Products | 6.5% | 8.0% | (1.5)% | (1.5)% | 9.5% | (1.5)% |
| Hill's | 15.5% | 10.5% | 5.0% | (0.5)% | 11.0% | (0.5)% |
| Emerging Markets⁽²⁾ | 8.0% | 11.0% | —% | —% | 11.0% | (3.0)% |
| Developed Markets | 8.5% | 6.5% | (0.5)% | (2.5)% | 9.0% | —% |

Notes:

(1) The impact of the previously disclosed acquisitions of pet food businesses on as reported volume was 1.0%, 5.5% and 2.0% for Total Company, Hill's and Developed Markets, respectively.

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