

Colgate-Palmolive Company

Geographic Sales Analysis Percentage Changes

For the Twelve Months Ended December 31, 2017 and 2016

(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	1.5%	1.0%	0.5%	0.5%	0.5%	0.5%	0.5%
Europe	2.0%	1.0%	2.0%	2.0%	2.0%	(1.0)%	1.0%
Latin America	6.5%	5.5%	2.5%	2.5%	2.5%	3.0%	1.0%
Asia Pacific	(0.5)%	(0.5)%	(0.5)%	(0.5)%	(0.5)%	—%	—%
Africa/Eurasia	2.5%	(1.0)%	(4.5)%	(4.5)%	(4.5)%	3.5%	3.5%
Total International	3.0%	2.0%	1.0%	1.0%	1.0%	1.0%	1.0%
North America	(2.0)%	(2.0)%	—%	—%	—%	(2.0)%	—%
Total CP Products	2.0%	1.0%	0.5%	0.5%	0.5%	0.5%	1.0%
Hill's	1.0%	0.5%	(1.0)%	(1.0)%	(1.0)%	1.5%	0.5%
Emerging Markets ⁽¹⁾	4.0%	3.0%	0.5%	0.5%	0.5%	2.5%	1.0%
Developed Markets	(0.5)%	(1.0)%	—%	—%	—%	(1.0)%	0.5%

Notes:

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