

Colgate-Palmolive Company
 Geographic Sales Analysis Percentage Changes
 For the Six Months Ended June 30, 2013 vs 2012
 (Unaudited)

COMPONENTS OF SALES CHANGE

<u>Region</u>	<u>Sales Change As Reported</u>	<u>6 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	2.5 %	5.5 %	4.0 %	4.0 %	4.5 %	1.5 %	(3.0)%
Europe/South Pacific	(2.0)%	(1.0)%	- %	0.5 %	0.5 %	(1.5)%	(0.5)%
Latin America	- %	8.0 %	4.0 %	4.5 %	4.5 %	3.5 %	(7.5)%
Greater Asia/Africa	8.5 %	10.0 %	10.5 %	10.5 %	10.5 %	(0.5)%	(1.5)%
Total International	2.0 %	6.0 %	4.5 %	5.0 %	5.0 %	1.0 %	(3.5)%
North America	5.0 %	5.0 %	4.5 %	4.5 %	4.5 %	0.5 %	- %
Total CP Products	2.5 %	6.0 %	4.5 %	5.0 %	5.0 %	1.0 %	(3.0)%
Hill's	1.0%	3.0 %	(0.5)%	(0.5)%	(0.5)%	3.5 %	(2.0)%
Emerging Markets ⁽¹⁾	3.5 %	9.0 %	6.5 %	7.0 %	7.0 %	2.0 %	(5.0)%
Developed Markets	1.0 %	2.0 %	1.5 %	1.5 %	1.5 %	0.5 %	(1.0)%

Notes:

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