

Colgate-Palmolive Company

Geographic Sales Analysis Percentage Changes

For the Nine Months Ended September 30, 2017 vs 2016

(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</u>	<u>Organic Volume</u>	<u>Ex-Divested Volume</u>	<u>Pricing Coupons Consumer & Trade Incentives</u>	<u>Foreign Exchange</u>
Total Company	1.0 %	0.5 %	(0.5)%	(0.5)%	(0.5)%	1.0 %	0.5 %
Europe	(1.0)%	— %	1.0 %	1.0 %	1.0 %	(1.0)%	(1.0)%
Latin America	7.5 %	6.5 %	2.0 %	2.0 %	2.0 %	4.5 %	1.0 %
Asia Pacific	(2.5)%	(1.5)%	(1.0)%	(1.0)%	(1.0)%	(0.5)%	(1.0)%
Africa/Eurasia	2.5 %	(1.5)%	(6.0)%	(6.0)%	(6.0)%	4.5 %	4.0 %
Total International	2.0 %	2.0 %	— %	— %	— %	2.0 %	— %
North America	(3.0)%	(3.0)%	(1.0)%	(1.0)%	(1.0)%	(2.0)%	— %
Total CP Products	1.0 %	0.5 %	(0.5)%	(0.5)%	(0.5)%	1.0 %	0.5 %
Hill's	1.0 %	0.5 %	(1.5)%	(1.5)%	(1.5)%	2.0 %	0.5 %
Emerging Markets ⁽¹⁾	3.5 %	3.0 %	— %	— %	— %	3.0 %	0.5 %
Developed Markets	(2.0)%	(1.5)%	(1.0)%	(1.0)%	(1.0)%	(0.5)%	(0.5)%

Note:

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