

Colgate-Palmolive Company

Geographic Sales Analysis Percentage Changes

For the Three Months Ended December 31, 2014 vs 2013

(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	(3.0)%	6.0 %	2.5 %	2.5 %	2.5 %	3.5 %	(9.0)%
Europe/South Pacific	(7.5)%	1.0 %	2.5 %	3.0 %	3.0 %	(2.0)%	(8.0)%
Latin America	(6.0)%	12.0 %	1.0 %	0.5 %	1.0 %	11.5 %	(18.5)%
Asia	4.5 %	6.0 %	4.5 %	4.0 %	4.5 %	2.0 %	(2.0)%
Africa/Eurasia	(10.0)%	7.5 %	5.0 %	5.0 %	5.0 %	2.5 %	(17.5)%
Total International	(4.5)%	7.5 %	2.5 %	2.5 %	2.5 %	5.0 %	(12.0)%
North America	1.0 %	2.0 %	3.0 %	3.0 %	3.0 %	(1.0)%	(1.0)%
Total CP Products	(3.5)%	6.0 %	2.5 %	2.5 %	2.5 %	3.5 %	(9.5)%
Hill's	(1.0)%	4.0 %	0.5 %	0.5 %	0.5 %	3.5 %	(5.0)%
Emerging Markets ⁽¹⁾	(3.5)%	9.5 %	2.5 %	2.5 %	2.5 %	7.0 %	(13.0)%
Developed Markets	(2.5)%	1.5 %	2.0 %	2.0 %	2.0 %	(0.5)%	(4.0)%

Note:

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