

Colgate-Palmolive Company

Geographic Sales Analysis Percentage Changes

For the Nine Months Ended September 30, 2018 vs. 2017

(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>Ex-Divested Volume</u>	<u>Pricing Coupons Consumer & Trade Incentives</u>	<u>Foreign Exchange</u>
Total Company⁽¹⁾	1.5 %	0.5 %	1.5 %	0.5 %	1.5 %	— %	— %
Europe	7.0 %	0.5 %	3.0 %	3.0 %	3.0 %	(2.5)%	6.5 %
Latin America	(6.5)%	(1.5)%	(2.5)%	(2.5)%	(2.5)%	1.0 %	(5.0)%
Asia Pacific	— %	(1.5)%	(1.5)%	(1.5)%	(1.5)%	— %	1.5 %
Africa/Eurasia	(0.5)%	1.5 %	(0.5)%	(0.5)%	(0.5)%	2.0 %	(2.0)%
Total International	(1.0)%	(1.0)%	(1.0)%	(1.0)%	(1.0)%	— %	— %
North America⁽¹⁾	8.0 %	3.0 %	7.5 %	2.5 %	7.5 %	0.5 %	— %
Total CP Products	1.0 %	— %	1.0 %	— %	1.0 %	— %	— %
Hill's	3.5 %	2.0 %	1.0 %	1.0 %	1.0 %	1.0 %	1.5 %
Emerging Markets⁽²⁾	(3.0)%	(1.0)%	(1.5)%	(1.5)%	(1.5)%	0.5 %	(2.0)%
Developed Markets	6.0 %	1.5 %	4.0 %	2.0 %	4.0 %	(0.5)%	2.5 %

Notes:

(1) The impact of the previously disclosed professional skin care acquisitions on as reported volume was 1.0% for Total Company and 5.0% for North America.

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