

## Colgate-Palmolive Company

## Geographic Sales Analysis Percentage Changes

For the Three Months Ended March 31, 2015 vs 2014

(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 &amp; Trade Incentives</u>	<u>Foreign Exchange</u>
Total Company	(6.0)%	4.0 %	1.5 %	1.5 %	1.5 %	2.5 %	(10.0)%
Europe/South Pacific	(14.5)%	1.0 %	5.0 %	5.5 %	5.5 %	(4.5)%	(15.0)%
Latin America	(5.5)%	9.0 %	1.5 %	1.0 %	1.5 %	8.0 %	(15.0)%
Asia	(1.5)%	(0.5)%	1.0 %	0.5 %	1.0 %	(1.0)%	(1.5)%
Africa/Eurasia	(15.0)%	8.0 %	0.5 %	0.5 %	0.5 %	7.5 %	(23.0)%
Total International	(8.0)%	4.5 %	2.0 %	2.0 %	2.0 %	2.5 %	(12.5)%
North America	0.5 %	1.5 %	- %	- %	- %	1.5 %	(1.0)%
Total CP Products	(6.5)%	4.0 %	1.5 %	1.5 %	1.5 %	2.5 %	(10.5)%
Hill's	(2.5)%	5.5 %	2.0 %	2.0 %	2.0 %	3.5 %	(8.0)%
Emerging Markets <sup>(1)</sup>	(6.0)%	6.5 %	1.5 %	1.5 %	1.5 %	5.0 %	(12.5)%
Developed Markets	(6.0)%	1.5 %	2.0 %	2.0 %	2.0 %	(0.5)%	(7.5)%

Note:

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