

Colgate-Palmolive Company

Geographic Sales Analysis Percentage Changes

For the Three Months Ended March 31, 2020 vs. 2019

(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⁾	5.5 %	7.5 %	7.0 %	5.5 %	7.0 %	2.0 %	(3.5)%
Europe⁽¹⁾	12.0 %	6.5 %	16.5 %	8.0 %	16.5 %	(1.5)%	(3.0)%
Latin America	— %	10.5 %	4.0 %	4.0 %	4.0 %	6.5 %	(10.5)%
Asia Pacific	(9.5)%	(7.5)%	(8.5)%	(8.5)%	(8.5)%	1.0 %	(2.0)%
Africa/Eurasia⁽¹⁾	5.0 %	8.0 %	10.0 %	8.5 %	10.0 %	(0.5)%	(4.5)%
Total International	0.5 %	4.0 %	4.0 %	2.0 %	4.0 %	2.0 %	(5.5)%
North America⁽¹⁾	9.0 %	8.0 %	9.5 %	8.0 %	9.5 %	— %	(0.5)%
Total CP Products⁽¹⁾	3.0 %	5.0 %	5.5 %	3.5 %	5.5 %	1.5 %	(4.0)%
Hill's	20.0 %	21.0 %	17.0 %	17.0 %	17.0 %	4.0 %	(1.0)%
Emerging Markets⁽²⁾	(3.0)%	3.0 %	— %	(0.5)%	— %	3.5 %	(6.5)%
Developed Markets⁽²⁾	13.5 %	11.5 %	14.0 %	11.0 %	14.0 %	0.5 %	(1.0)%

Notes:

(1) The impact of the previously disclosed acquisitions of the Filorga skin health business, the new joint venture in Nigeria and the Hello oral care business on as reported volume was 1.5% for Total Company and 2.0%, 8.5%, 1.5% and 1.5% for Total CP Products, Europe, Africa/Eurasia and North America, respectively.

(2) Emerging Markets include Latin America, Asia (excluding Japan), Africa/Eurasia and Central Europe. The impact of the previously disclosed acquisitions of the Filorga skin health business, the new joint venture in Nigeria and the Hello oral care business on as reported volume was 0.5% for Emerging Markets and 3.0% for Developed Markets.