

Colgate-Palmolive Company
Geographic Sales Analysis Percentage Changes
For the Three Months Ended December 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 & Trade Incentives</u>	<u>Foreign Exchange</u>
Total Company	(7.5)%	5.0 %	- %	1.0 %	1.0 %	4.0 %	(11.5)%
Europe/South Pacific ⁽²⁾	(14.5)%	1.5 %	(0.5)%	4.0 %	4.0 %	(2.5)%	(11.5)%
Latin America	(12.0)%	9.0 %	(4.0)%	(4.0)%	(4.0)%	13.0 %	(21.0)%
Asia	(5.0)%	2.0 %	2.5 %	2.5 %	2.5 %	(0.5)%	(7.0)%
Africa/Eurasia	(16.5)%	6.5 %	(1.5)%	(1.5)%	(1.5)%	8.0 %	(23.0)%
Total International	(11.5)%	5.5 %	(1.5)%	- %	- %	5.5 %	(15.5)%
North America	1.0 %	2.5 %	2.0 %	2.0 %	2.0 %	0.5 %	(1.5)%
Total CP Products	(9.0)%	4.5 %	(0.5)%	0.5 %	0.5 %	4.0 %	(12.5)%
Hill's	- %	6.0 %	4.0 %	4.0 %	4.0 %	2.0 %	(6.0)%
Emerging Markets ⁽¹⁾	(10.5)%	6.5 %	(1.5)%	(1.5)%	(1.5)%	8.0 %	(17.0)%
Developed Markets	(4.5)%	3.0 %	1.5 %	3.5 %	3.5 %	(0.5)%	(5.5)%

Note:

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

⁽²⁾ The sale of the Company's laundry detergent business in the South Pacific was completed on August 31, 2015. The impact of the sale of the Company's laundry detergent business in the South Pacific on three months sales and volume was 1.0% for the Total Company and 4.5% for Europe/South Pacific region.