

Colgate-Palmolive Company

Geographic Sales Analysis Percentage Changes

For the Six Months Ended June 30, 2019 vs. 2018

(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	(2.0)%	3.5 %	1.0 %	1.0 %	1.0 %	2.5%	(5.5)%
Europe	(6.0)%	0.5 %	0.5 %	0.5 %	0.5 %	—%	(6.5)%
Latin America	(2.5)%	6.5 %	2.0 %	2.0 %	2.0 %	4.5%	(9.0)%
Asia Pacific	(6.0)%	(2.0)%	(2.0)%	(2.0)%	(2.0)%	—%	(4.0)%
Africa/Eurasia	(3.0)%	8.0 %	1.5 %	1.5 %	1.5 %	6.5%	(11.0)%
Total International	(4.5)%	3.0 %	0.5 %	0.5 %	0.5 %	2.5%	(7.5)%
North America	3.0 %	3.5 %	2.0 %	2.0 %	2.0 %	1.5%	(0.5)%
Total CP Products	(2.5)%	3.0 %	1.0 %	1.0 %	1.0 %	2.0%	(5.5)%
Hill's	3.0 %	6.0 %	2.0 %	2.0 %	2.0 %	4.0%	(3.0)%
Emerging Markets⁽¹⁾	(3.5)%	4.0 %	0.5 %	0.5 %	0.5 %	3.5%	(7.5)%
Developed Markets	(0.5)%	2.5 %	1.5 %	1.5 %	1.5 %	1.0%	(3.0)%

Note:

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