

Colgate-Palmolive Company
Geographic Sales Analysis Percentage Changes
For the Nine Months Ended September 30, 2015 vs 2014
(Unaudited)

Region	COMPONENTS OF SALES CHANGE						
	Sales Change As Reported	9 Months Organic Sales Change	As Reported Volume	Organic Volume	Ex-Volume	Pricing Coupons Consumer & Trade Incentives	Foreign Exchange
Total Company	(7.0)%	5.0%	2.0%	2.0%	2.0%	3.0%	(12.0)%
Europe	(16.5)%	—%	3.0%	3.5%	3.5%	(3.5)%	(16.0)%
Latin America	(8.5)%	10.0%	—%	—%	—%	10.0%	(18.5)%
Asia Pacific⁽²⁾	(3.0)%	3.0%	4.0%	4.0%	4.5%	(1.0)%	(6.0)%
Africa/Eurasia	(17.5)%	6.0%	(1.5)%	(1.5)%	(1.5)%	7.5%	(23.5)%
Total International	(10.0)%	5.0%	1.5%	1.5%	2.0%	3.5%	(15.0)%
North America	0.5%	2.0%	2.0%	2.0%	2.0%	—%	(1.5)%
Total CP Products	(7.5)%	4.5%	1.5%	1.5%	2.0%	3.0%	(12.0)%
Hill's	(2.5)%	6.0%	3.5%	3.5%	3.5%	2.5%	(8.5)%
Emerging Markets⁽¹⁾	(7.5)%	7.0%	1.5%	1.0%	1.5%	6.0%	(15.0)%
Developed Markets	(6.5)%	2.0%	2.0%	2.5%	2.5%	(0.5)%	(8.0)%

Notes:

(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 nine months sales and volume was 0% for the Total Company.