

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

<u>Region</u>	Sales Change As Reported	6 Months Organic Sales Change	COMPONENTS OF SALES CHANGE				
			As Reported Volume	Organic Volume	Ex- Volume	Pricing Coupons Consumer & Trade Incentives	Foreign Exchange
<b>Total Company</b>	<b>(6.0)%</b>	<b>4.5%</b>	<b>2.5%</b>	<b>2.0%</b>	<b>2.5%</b>	<b>2.5%</b>	<b>(11.0)%</b>
<b>Europe</b>	<b>(16.5)%</b>	<b>1.0%</b>	<b>4.5%</b>	<b>5.0%</b>	<b>5.0%</b>	<b>(4.0)%</b>	<b>(17.0)%</b>
<b>Latin America</b>	<b>(7.0)%</b>	<b>9.0%</b>	<b>1.0%</b>	<b>0.5%</b>	<b>1.0%</b>	<b>8.5%</b>	<b>(16.5)%</b>
<b>Asia Pacific</b>	<b>(2.0)%</b>	<b>2.5%</b>	<b>4.0%</b>	<b>3.5%</b>	<b>4.0%</b>	<b>(1.0)%</b>	<b>(5.0)%</b>
<b>Africa/Eurasia</b>	<b>(16.0)%</b>	<b>6.0%</b>	<b>(1.5)%</b>	<b>(1.5)%</b>	<b>(1.5)%</b>	<b>7.5%</b>	<b>(22.0)%</b>
<b>Total International</b>	<b>(9.0)%</b>	<b>5.0%</b>	<b>2.0%</b>	<b>2.0%</b>	<b>2.0%</b>	<b>3.0%</b>	<b>(14.0)%</b>
<b>North America</b>	<b>1.0%</b>	<b>2.0%</b>	<b>1.5%</b>	<b>1.5%</b>	<b>1.5%</b>	<b>0.5%</b>	<b>(1.0)%</b>
<b>Total CP Products</b>	<b>(7.0)%</b>	<b>4.5%</b>	<b>2.0%</b>	<b>2.0%</b>	<b>2.0%</b>	<b>2.5%</b>	<b>(11.5)%</b>
<b>Hill's</b>	<b>(2.0)%</b>	<b>6.0%</b>	<b>3.5%</b>	<b>3.5%</b>	<b>3.5%</b>	<b>2.5%</b>	<b>(8.0)%</b>
<b>Emerging Markets<sup>(1)</sup></b>	<b>(6.5)%</b>	<b>7.0%</b>	<b>2.0%</b>	<b>1.5%</b>	<b>2.0%</b>	<b>5.5%</b>	<b>(14.0)%</b>
<b>Developed Markets</b>	<b>(6.0)%</b>	<b>2.5%</b>	<b>3.0%</b>	<b>3.0%</b>	<b>3.0%</b>	<b>(0.5)%</b>	<b>(8.5)%</b>

Note:

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