

Colgate-Palmolive Company
Geographic Sales Analysis Percentage Changes
For the Three Months Ended June 30, 2014 vs 2013
(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	- %	4.0 %	2.5 %	2.5 %	2.5 %	1.5 %	(4.0)%
Europe/South Pacific	6.0 %	2.5 %	4.5 %	5.0 %	5.0 %	(2.5)%	4.0 %
Latin America	(4.0)%	8.0 %	3.0 %	3.0 %	3.0 %	5.0 %	(12.0)%
Asia	(1.5)%	3.0 %	2.5 %	2.5 %	2.5 %	0.5 %	(4.5)%
Africa/Eurasia	(1.0)%	6.5 %	5.5 %	5.5 %	5.5 %	1.0 %	(7.5)%
Total International	(0.5)%	5.0 %	3.5 %	3.5 %	3.5 %	1.5 %	(5.5)%
North America	1.0 %	1.5 %	2.5 %	2.5 %	2.5 %	(1.0)%	(0.5)%
Total CP Products	- %	4.5 %	3.5 %	3.5 %	3.5 %	1.0 %	(4.5)%
Hill's	2.0 %	2.5 %	(1.5)%	(1.5)%	(1.5)%	4.0 %	(0.5)%
Emerging Markets ⁽¹⁾	(2.0)%	6.5 %	3.5 %	3.5 %	3.5 %	3.0 %	(8.5)%
Developed Markets	3.0 %	1.5 %	2.0 %	2.0 %	2.0 %	(0.5)%	1.5 %

Notes:

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