

Colgate-Palmolive Company

Geographic Sales Analysis Percentage Changes

For the Three Months Ended June 30, 2017 vs 2016

(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 ⁽¹⁾</u> | <u>Organic Volume</u> | <u>Ex-Divested Volume ⁽²⁾</u> | <u>Pricing Coupons Consumer & Trade Incentives</u> | <u>Foreign Exchange</u> |
| Total Company | (0.5)% | — % | (1.0)% | (1.0)% | (1.0)% | 1.0 % | (0.5)% |
| Europe | (3.5)% | (0.5)% | (1.0)% | (1.0)% | (1.0)% | 0.5 % | (3.0)% |
| Latin America | 7.0 % | 7.0 % | 2.5 % | 2.5 % | 2.5 % | 4.5 % | — % |
| Asia Pacific | (5.0)% | (3.5)% | (2.0)% | (2.0)% | (2.0)% | (1.5)% | (1.5)% |
| Africa/Eurasia | 1.0 % | (3.0)% | (7.5)% | (7.5)% | (7.5)% | 4.5 % | 4.0 % |
| Total International | 0.5 % | 1.0 % | (0.5)% | (0.5)% | (0.5)% | 1.5 % | (0.5)% |
| North America | (3.5)% | (3.5)% | (2.0)% | (2.0)% | (2.0)% | (1.5)% | — % |
| Total CP Products | (0.5)% | — % | (1.0)% | (1.0)% | (1.0)% | 1.0 % | (0.5)% |
| Hill's | — % | 0.5 % | (1.5)% | (1.5)% | (1.5)% | 2.0 % | (0.5)% |
| Emerging Markets ⁽³⁾ | 2.5 % | 2.5 % | — % | — % | — % | 2.5 % | — % |
| Developed Markets | (3.5)% | (2.0)% | (1.5)% | (1.5)% | (1.5)% | (0.5)% | (1.5)% |

Notes:

(1) As Reported Volume includes the impact of acquisitions and divestments, as applicable.

(2) Ex-Divested Volume excludes the impact of divestments, as applicable.

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