

Colgate-Palmolive Company

Geographic Sales Analysis Percentage Changes

For the Twelve Months Ended December 31, 2019 vs. 2018

(Unaudited)

COMPONENTS OF SALES CHANGE

<u>Region</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</u>	<u>Pricing Coupons Consumer & Trade Incentives</u>	<u>Foreign Exchange</u>
Total Company⁽¹⁾	1.0%	4.0%	2.5%	2.0%	2.5%	2.0%	(3.5)%
Europe⁽¹⁾	(2.0)%	0.5%	4.0%	1.0%	4.0%	(0.5)%	(5.5)%
Latin America	—%	7.0%	3.0%	3.0%	3.0%	4.0%	(7.0)%
Asia Pacific	(1.0)%	1.5%	0.5%	0.5%	0.5%	1.0%	(2.5)%
Africa/Eurasia⁽¹⁾	1.5%	7.0%	3.5%	3.0%	3.5%	4.0%	(6.0)%
Total International	(0.5)%	3.5%	2.5%	1.5%	2.5%	2.0%	(5.0)%
North America	2.0%	2.5%	2.0%	2.0%	2.0%	0.5%	(0.5)%
Total CP Products	—%	3.5%	2.5%	2.0%	2.5%	1.5%	(4.0)%
Hill's	6.0%	7.5%	3.5%	3.5%	3.5%	4.0%	(1.5)%
Emerging Markets⁽²⁾	—%	5.0%	2.0%	2.0%	2.0%	3.0%	(5.0)%
Developed Markets	2.0%	3.0%	3.0%	2.0%	3.0%	1.0%	(2.0)%

Notes:

(1) The impact of the previously disclosed acquisitions of the Filorga skin health business and the new joint venture in Nigeria on as reported volume was 0.5% for Total Company and 3.0% and 0.5% for Europe and for Africa/Eurasia, respectively.

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