

## Colgate-Palmolive Company

## Geographic Sales Analysis Percentage Changes

For the Three Months Ended March 31, 2014 vs 2013

(Unaudited)

## COMPONENTS OF SALES CHANGE

<u>Region</u>	<u>Sales Change As Reported</u>	<u>3 Months Organic Sales Change</u>	<u>As Reported Volume</u>	<u>Organic Volume</u>	<u>Ex-Divested Volume</u>	<u>Pricing Coupons Consumer &amp; Trade Incentives</u>	<u>Foreign Exchange</u>
Total Company	- %	6.5%	5.0%	5.0%	5.0%	1.5%	(6.5%)
Europe/South Pacific	2.0%	1.5%	3.5%	4.0%	4.0%	(2.5%)	1.0%
Latin America	(5.0%)	11.0%	4.5%	4.5%	4.5%	6.5%	(16.0%)
Asia	2.5%	7.5%	7.0%	7.0%	7.0%	0.5%	(5.0%)
Africa/Eurasia	(0.5%)	10.0%	9.5%	9.5%	9.5%	0.5%	(10.5%)
Total International	(1.0%)	7.5%	5.5%	5.5%	5.5%	2.0%	(8.5%)
North America	2.5%	3.5%	4.5%	4.5%	4.5%	(1.0%)	(1.0%)
Total CP Products	- %	6.5%	5.0%	5.0%	5.0%	1.5%	(6.5%)
Hill's	3.5%	5.5%	3.5%	3.5%	3.5%	2.0%	(2.0%)
Emerging Markets <sup>(1)</sup>	(1.5%)	10.0%	6.5%	6.5%	6.5%	3.5%	(11.5%)
Developed Markets	2.0%	2.5%	3.0%	3.5%	3.5%	(1.0%)	- %

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