

**Colgate-Palmolive Company**  
**Geographic Sales Analysis Percentage Changes**  
**For the Twelve Months Ended December 31, 2013 vs 2012**  
**(Unaudited)**

<b>Region</b>	<b>COMPONENTS OF SALES CHANGE</b>						
	<b>Sales Change As Reported</b>	<b>12 Months Organic Sales Change</b>	<b>As Reported Volume</b>	<b>Organic Volume</b>	<b>Ex-Volume</b>	<b>Pricing Coupons Consumer &amp; Trade Incentives</b>	<b>Foreign Exchange</b>
<b>Total Company</b>	<b>2.0%</b>	<b>6.0%</b>	<b>5.0%</b>	<b>5.0%</b>	<b>5.0%</b>	<b>1.0%</b>	<b>(4.0)%</b>
<b>Europe</b>	<b>—%</b>	<b>(1.5)%</b>	<b>—%</b>	<b>0.5%</b>	<b>0.5%</b>	<b>(2.0)%</b>	<b>2.0%</b>
<b>Latin America</b>	<b>(0.5)%</b>	<b>9.5%</b>	<b>5.5%</b>	<b>6.0%</b>	<b>6.0%</b>	<b>3.5%</b>	<b>(9.5)%</b>
<b>Asia Pacific</b>	<b>6.5%</b>	<b>9.0%</b>	<b>10.0%</b>	<b>10.0%</b>	<b>10.0%</b>	<b>(1.0)%</b>	<b>(2.5)%</b>
<b>Africa/Eurasia</b>	<b>1.5%</b>	<b>7.0%</b>	<b>8.0%</b>	<b>8.0%</b>	<b>8.0%</b>	<b>(1.0)%</b>	<b>(5.5)%</b>
<b>Total International</b>	<b>1.5%</b>	<b>6.5%</b>	<b>6.0%</b>	<b>6.0%</b>	<b>6.0%</b>	<b>0.5%</b>	<b>(5.0)%</b>
<b>North America</b>	<b>3.5%</b>	<b>3.5%</b>	<b>3.5%</b>	<b>3.5%</b>	<b>3.5%</b>	<b>—%</b>	<b>—%</b>
<b>Total CP Products</b>	<b>2.0%</b>	<b>6.0%</b>	<b>5.5%</b>	<b>5.5%</b>	<b>5.5%</b>	<b>0.5%</b>	<b>(4.0)%</b>
<b>Hill's</b>	<b>2.5%</b>	<b>5.0%</b>	<b>1.5%</b>	<b>1.5%</b>	<b>1.5%</b>	<b>3.5%</b>	<b>(2.5)%</b>
<b>Emerging Markets<sup>(1)</sup></b>	<b>3.0%</b>	<b>9.5%</b>	<b>8.0%</b>	<b>8.0%</b>	<b>8.0%</b>	<b>1.5%</b>	<b>(6.5)%</b>
<b>Developed Markets</b>	<b>1.0%</b>	<b>2.0%</b>	<b>1.5%</b>	<b>2.0%</b>	<b>2.0%</b>	<b>—%</b>	<b>(0.5)%</b>

Note:

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