

## Colgate-Palmolive Company

## Geographic Sales Analysis Percentage Changes

For the Three Months Ended September 30, 2018 vs. 2017

(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<sup>(1)</sup></u>	<u>Organic Volume</u>	<u>Ex-Divested Volume</u>	<u>Pricing Coupons Consumer &amp; Trade Incentives</u>	<u>Foreign Exchange</u>
<b>Total Company<sup>(1)</sup></b>	(3.0)%	(0.5)%	— %	(1.5)%	— %	1.0 %	(4.0)%
<b>Europe</b>	(0.5)%	0.5 %	2.0 %	2.0 %	2.0 %	(1.5)%	(1.0)%
<b>Latin America</b>	(13.0)%	(3.5)%	(6.0)%	(6.0)%	(6.0)%	2.5 %	(9.5)%
<b>Asia Pacific</b>	(7.5)%	(4.0)%	(4.0)%	(4.0)%	(4.0)%	— %	(3.5)%
<b>Africa/Eurasia</b>	(6.0)%	2.5 %	(0.5)%	(0.5)%	(0.5)%	3.0 %	(8.5)%
<b>Total International</b>	(7.5)%	(2.0)%	(3.0)%	(3.0)%	(3.0)%	1.0 %	(5.5)%
<b>North America<sup>(1)</sup></b>	8.0 %	2.0 %	7.5 %	1.5 %	7.5 %	0.5 %	— %
<b>Total CP Products</b>	(4.0)%	(1.0)%	(0.5)%	(2.0)%	(0.5)%	1.0 %	(4.5)%
<b>Hill's</b>	1.5 %	3.0 %	1.0 %	1.0 %	1.0 %	2.0 %	(1.5)%
<b>Emerging Markets<sup>(2)</sup></b>	(9.0)%	(2.0)%	(3.5)%	(3.5)%	(3.5)%	1.5 %	(7.0)%
<b>Developed Markets</b>	3.0 %	1.0 %	3.0 %	0.5 %	3.0 %	0.5 %	(0.5)%

## Notes:

(1) The impact of the previously disclosed professional skin care acquisitions on as reported volume was 1.5% for Total Company and 6.0% for North America.

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