

## Colgate-Palmolive Company

## Geographic Sales Analysis Percentage Changes

For the Twelve Months Ended December 31, 2015 vs 2014

(Unaudited)

## COMPONENTS OF SALES CHANGE

| <u>Region</u>                       | <u>Change<br/>As Reported</u> | <u>Organic<br/>Sales Change</u> | <u>As Reported<br/>Volume</u> | <u>Organic<br/>Volume</u> | <u>Ex-Divested<br/>Volume</u> | <u>Pricing<br/>Coupons<br/>Consumer &amp;<br/>Trade<br/>Incentives</u> | <u>Foreign<br/>Exchange</u> |
|-------------------------------------|-------------------------------|---------------------------------|-------------------------------|---------------------------|-------------------------------|--|-----------------------------|
| Total Company                       | (7.0)%                        | 5.0 %                           | 1.5 %                         | 2.0 %                     | 2.0 %                         | 3.0 %  | (11.5)%                     |
| Europe/South Pacific <sup>(2)</sup> | (15.5)%                       | 1.0 %                           | 2.0 %                         | 4.0 %                     | 4.0 %                         | (3.0)%   | (14.5)%                     |
| Latin America                       | (9.5)%                        | 9.5 %                           | (1.0)%                        | (1.0)%                    | (1.0)%                        | 10.5 %   | (19.0)%                     |
| Asia                                | (1.5)%                        | 2.5 %                           | 4.0 %                         | 3.5 %                     | 4.0 %                         | (1.0)%   | (4.5)%                      |
| Africa/Eurasia                      | (17.5)%                       | 6.0 %                           | (1.5)%                        | (1.5)%                    | (1.5)%                        | 7.5 %  | (23.5)%                     |
| Total International                 | (10.5)%                       | 5.5 %                           | 1.0 %                         | 1.5 %                     | 1.5 %                         | 4.0 %  | (15.5)%                     |
| North America                       | 1.0 %                         | 2.0 %                           | 2.0 %                         | 2.0 %                     | 2.0 %                         | - %  | (1.0)%                      |
| Total CP Products                   | (8.0)%                        | 4.5 %                           | 1.0 %                         | 1.5 %                     | 1.5 %                         | 3.0 %  | (12.0)%                     |
| Hill's                              | (2.0)%                        | 6.0 %                           | 3.5 %                         | 3.5 %                     | 3.5 %                         | 2.5 %  | (8.0)%                      |
| Emerging Markets <sup>(1)</sup>     | (8.5)%                        | 7.0 %                           | 1.0 %                         | 1.0 %                     | 1.0 %                         | 6.0 %  | (15.5)%                     |
| Developed Markets                   | (6.0)%                        | 2.5 %                           | 2.0 %                         | 3.0 %                     | 3.0 %                         | (0.5)%   | (7.5)%                      |

Note:

<sup>(1)</sup> Emerging Markets include Latin America, Asia (excluding Japan), Africa/Eurasia and Central Europe.<sup>(2)</sup> The sale of the Company's laundry detergent business in the South Pacific was completed on August 31, 2015. The impact of the sale of the Company's laundry detergent business in the South Pacific on twelve months sales and volume was 0.5% for the Total Company and 2.0% for Europe/South Pacific region.