

## Colgate-Palmolive Company

## Geographic Sales Analysis Percentage Changes

For the Six Months Ended June 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>
Total Company <sup>(1)</sup>	4.0 %	1.0 %	2.0 %	1.0 %	2.0 %	— %	2.0 %
Europe	11.0 %	0.5 %	3.5 %	3.5 %	3.5 %	(3.0)%	10.5 %
Latin America	(3.5)%	(0.5)%	(0.5)%	(0.5)%	(0.5)%	— %	(3.0)%
Asia Pacific	3.5 %	— %	— %	— %	— %	— %	3.5 %
Africa/Eurasia	2.5 %	1.0 %	(0.5)%	(0.5)%	(0.5)%	1.5 %	1.5 %
Total International	2.5 %	— %	0.5 %	0.5 %	0.5 %	(0.5)%	2.5 %
North America <sup>(1)</sup>	8.5 %	3.5 %	8.0 %	3.5 %	8.0 %	— %	0.5 %
Total CP Products	4.0 %	0.5 %	2.0 %	1.0 %	2.0 %	(0.5)%	2.5 %
Hill's	4.5 %	1.5 %	1.0 %	1.0 %	1.0 %	0.5 %	3.0 %
Emerging Markets <sup>(2)</sup>	0.5 %	— %	(0.5)%	(0.5)%	(0.5)%	0.5 %	0.5 %
Developed Markets	7.5 %	2.0 %	4.5 %	2.5 %	4.5 %	(0.5)%	3.5 %

## Notes:

(1) The impact of the previously disclosed professional skin care acquisitions on as reported volume was 1.0% for Total Company and 4.5% for North America.

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