

Table 7

## Colgate-Palmolive Company

## Geographic Sales Analysis Percentage Changes

For the Twelve Months Ended December 31, 2020 vs. 2019

(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>Pricing Coupons Consumer &amp; Trade Incentives</u>	<u>Foreign Exchange</u>
<b>Total Company<sup>(1)</sup></b>	5.0%	7.0%	5.5%	4.0%	3.0%	(3.5)%
<b>Europe<sup>(1)</sup></b>	12.0%	3.0%	11.0%	3.5%	(0.5)%	1.5%
<b>Latin America</b>	(5.0)%	9.0%	0.5%	0.5%	8.5%	(14.0)%
<b>Asia Pacific</b>	(0.5)%	0.5%	(1.5)%	(1.5)%	2.0%	(1.0)%
<b>Africa/Eurasia<sup>(1)</sup></b>	—%	7.5%	5.0%	4.0%	3.5%	(8.5)%
<b>Total International</b>	1.0%	5.0%	3.0%	1.0%	4.0%	(6.0)%
<b>North America<sup>(1)</sup></b>	9.5%	8.0%	8.0%	6.5%	1.5%	—%
<b>Total CP Products<sup>(1)</sup></b>	3.0%	6.0%	4.5%	2.5%	3.5%	(5.0)%
<b>Hill's</b>	14.0%	14.5%	10.5%	10.5%	4.0%	(0.5)%
<b>Emerging Markets<sup>(2)</sup></b>	(3.0)%	5.5%	—%	—%	5.5%	(8.5)%
<b>Developed Markets<sup>(2)</sup></b>	12.0%	9.0%	10.0%	7.5%	1.5%	0.5%

## Notes:

(1) The impact of the previously disclosed acquisitions of the Filorga skin health business, the joint venture in Nigeria and the hello oral care business on as reported volume was 1.5% for Total Company and 1.5%, 7.5%, 1.0% and 2.0% for North America, Europe, Africa/Eurasia and Total CP Products, respectively.

(2) Emerging Markets include Latin America, Asia (excluding Japan), Africa/Eurasia and Central Europe. The impact of the previously disclosed acquisitions of the Filorga skin health business, the joint venture in Nigeria and the hello oral care business on as reported volume was 0.0% for Emerging Markets and 2.5% for Developed Markets.