

Colgate-Palmolive Company
Geographic Sales Analysis Percentage Changes
For the Twelve Months Ended December 31, 2015 vs 2014
(Unaudited)

<u>Region</u>	<u>COMPONENTS OF SALES CHANGE</u>						
	<u>Sales Change As Reported</u>	<u>12 Months Organic Sales Change</u>	<u>As Reported Volume</u>	<u>Organic Volume</u>	<u>Ex-Volume</u>	<u>Pricing Coupons Consumer & Trade Incentives</u>	<u>Foreign Exchange</u>
Total Company	(7.0)%	5.0%	1.5%	2.0%	2.0%	3.0%	(11.5)%
Europe	(15.0)%	—%	3.0%	3.5%	3.5%	(3.5)%	(14.5)%
Latin America	(9.5)%	9.5%	(1.0)%	(1.0)%	(1.0)%	10.5%	(19.0)%
Asia Pacific⁽²⁾	(4.5)%	3.0%	2.5%	4.0%	4.0%	(1.0)%	(6.0)%
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⁽¹⁾	(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)%

Notes:

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

(2) 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 twelve months sales and volume was 0.5% for the Total Company.