

The Company reports its financial results in accordance with generally accepted accounting principles (GAAP). However, management believes that certain non-GAAP performance measures, ratios and trends used in managing the business, may provide users of this financial information additional meaningful comparisons between current results and results in prior operating periods. Management believes that these non-GAAP measures can provide meaningful reflection of underlying trends of the business. See the tables below for supplemental financial data and corresponding reconciliations to GAAP financial measures for the six months ended June 30, 2004 and June 30, 2003. Non-GAAP financial measures should be viewed in addition to, and not as an alternative for, the Company's reported results prepared in accordance with GAAP.

**THE COCA-COLA COMPANY**

**RECONCILIATION OF OPERATING INCOME EXCLUDING ASSET WRITE-DOWNS, VITAMIN SETTLEMENT, STREAMLINING INITIATIVES, AND CURRENCY IMPACT  
(In millions)**

	<b>June Year-to-date</b>		
	<b>2004</b>	<b>2003</b>	<b>% Change</b>
Reported operating income	\$ 3,254	\$ 2,678	22
Asset write-downs	88		
Gain on vitamin settlement		(52)	
Charges related to streamlining initiatives		229	
Operating income excluding asset write-downs, vitamin settlement and streamlining initiatives	<u>\$ 3,342</u>	<u>\$ 2,855</u>	17
Positive currency impact			9
Operating income excluding asset write-downs, vitamin settlement, streamlining initiatives, and currency impact			<u>8</u>