

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 three months ended March 31, 2004 and March 31, 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 GROSS PROFIT EXCLUDING VITAMIN SETTLEMENT AND CURRENCY IMPACT**  
(In millions)

	<u>Q1 2004</u>	<u>Q1 2003</u>	<u>% Change</u>
Reported gross profit	\$ 3,325	\$ 2,885	15
Gain on vitamin settlement		(52)	
Gross profit excluding vitamin settlement	<u>\$ 3,325</u>	<u>\$ 2,833</u>	17
Positive currency impact			(9)
Gross profit excluding vitamin settlement and currency impact			<u>9 *</u>

\* Percent change amounts do not add due to rounding

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

	<u>Q1 2004</u>	<u>Q1 2003</u>	<u>% Change</u>
Reported operating income	\$ 1,451	\$ 1,076	35
Gain on vitamin settlement		(52)	
Charges related to streamlining initiatives		159	
Operating income excluding vitamin settlement and streamlining initiatives	<u>\$ 1,451</u>	<u>\$ 1,183</u>	23
Positive currency impact			(12)
Operating income excluding vitamin settlement, streamlining initiatives, and currency impact			<u>11</u>