The Company reports its financial results in accordance with generally accepted accounting principles (GAAP). However, management believes that certain non-GAAP performance measures and ratios, used in managing the business, may provide users of this financial information additional meaningful comparisons between current results and results in prior operating periods. See the Table below for supplemental financial data and corresponding reconciliations to GAAP financial measures for the nine months ended September 30, 2003, and September 30, 2002. 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 AND SUBSIDIARIES
Reconciliation of GAAP to Non-GAAP Financial Measures

September Year-to-Date
(UNAUDITED)
(In Millions, except per share data and margins)

	Nine Months Ended September 30, 2003						Nine Months Ended September 30, 2002							
	Reported (GAAP)	Items Impacting Results: Charges Related to Streamlining Initiatives	Items Impacting Results: Gain on Vitamin Settlement	Items Impacting Results: Gains on Issuances of Stock by Equity Investees	Items Impacting Results: Charge Related to the Write Down of Assets in Latin America	After Considering Items (Non-GAAP)	Reported (GAAP)	Items Impacting Results: SFAS 142 Accounting Change	Items Impacting Results: Gain on Sale of Kaiser	Items Impacting Results: Charge Primarily Related to Investments Latin America	After Considering Items (Non-GAAP)	% Change - Reported (GAAP)	% Change - After Considering Items (Non-GAAP)
Net Operating Revenues	**$ 15,851**					**$ 15,851**	**$ 14,769**				**$ 14,769**	7%	7%
Cost of goods sold	**5,865**		$ 52			**5,917**	**5,404**				**5,404**	9%	9%
Gross Profit	**9,986**		(52)			**9,934**	**9,365**				**9,365**	7%	6%
Selling, general and administrative expenses (includes $323 in 2003 and $282 in 2002 related to the impact of the adoption of the fair value method of accounting for stock-based compensation)	**5,573**					**5,573**	**5,197**				**5,197**	7%	7%
Other operating charges	**284**	$ (272)			$ (12)	**-**	**-**				**-**	--	--
Operating Income	**4,129**	272	(52)		12	**4,361**	**4,168**				**4,168**	-1%	5%
Interest income	**138**					**138**	**156**				**156**	-12%	-12%
Interest expense	**130**					**130**	**156**				**156**	-17%	-17%
Equity income	**325**				95	**420**	**350**		$ (21)	$ 33	**362**	-7%	16%
Other income (loss) - net	**(99)**					**(99)**	**(292)**		(22)	157	**(157)**	--	--
Gains on issuances of stock by equity investees	**8**			$ (8)		**-**	**-**				**-**	--	--
Income Before Income Taxes and Cumulative Effect of Accounting Change	**4,371**	272	(52)	(8)	107	**4,690**	**4,226**		(43)	190	**4,373**	3%	7%
Income taxes	**951**	95	(18)	(3)	3	**1,028**	**1,180**		(14)	14	**1,180**	-19%	-13%
Net Income Before Cumualtive Effect of Accounting Change	**3,420**	177	(34)	(5)	104	**3,662**	**3,046**		(29)	176	**3,193**	12%	15%
Cumulative effect of accounting change, net of income taxes													
SFAS No. 142: Company Operations							**(367)**	$ 367			**-**	--	--
Equity Investees							**(559)**	559			**-**	--	--
Net Income	**$ 3,420**	$ 177	$ (34)	$ (5)	$ 104	**$ 3,662**	**$ 2,120**	$ 926	$ (29)	$ 176	**$ 3,193**	61%	15%
Diluted Net Income Per Share Before Cumulative Effect	**$ 1.39**	$ 0.07	$ (0.01)	$ -	$ 0.04	**$ 1.49**	**$ 1.23**	$ -	$ (0.01)	$ 0.07	**$ 1.28** *	13%	16%
Diluted Net Income Per Share	**$ 1.39**	$ 0.07	$ (0.01)	$ -	$ 0.04	**$ 1.49**	**$ 0.85**	$ 0.37	$ (0.01)	$ 0.07	**$ 1.28**	64%	16%
Average Shares Outstanding - Diluted	**2,465**	2,465	2,465	2,465	2,465	**2,465**	**2,485**	2,485	2,485	2,485	**2,485**	-1%	-1%
Gross Margin	**63.0%**					**62.7%**	**63.4%**				**63.4%**		
Operating Margin	**26.0%**					**27.5%**	**28.2%**				**28.2%**		
Effective Tax Rate	**21.8%**					**21.9%**	**27.9%**				**27.0%**		

Note: Items to consider for comparability include primarily charges, gains, and accounting changes. Charges and accounting gains negatively impacting net income are reflected as add-backs to reported net income. Gains and accounting changes positively impacting net income are reflected as deductions to reported net income.

* Sum of items may not foot across due to rounding.