

The Company reports its financial results in accordance with U.S. generally accepted accounting principles (GAAP). However, management believes that certain non-GAAP financial measures 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 financial measures can provide additional meaningful reflection of underlying trends of the business because they provide a comparison of historical information that excludes certain items that impact the overall comparability. Management also uses these non-GAAP financial measures in making financial, operating and planning decisions and in evaluating the Company's performance. See the Tables below for supplemental financial data and corresponding reconciliations to GAAP financial measures for the three months ended December 31, 2007 and December 31, 2006. 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
(JUNAUDITED)
(In millions except per share data)

	Three Months Ended December 31, 2007					After Considering Items (Non-GAAP)	% Change - Reported (GAAP)	% Change - After Considering Items (Non-GAAP)
	Items Impacting Comparability							
	Reported (GAAP)	Asset Impairments/ Restructuring	Equity Investees	Gain on Sale of Assets	Certain Tax Matters (1)			
Net Operating Revenues	\$7,331					\$7,331	24	24
Cost of goods sold	2,641	(\$1)				2,640	28	28
Gross Profit	4,690	1				4,691	21	21
Selling, general and administrative expenses	3,039					3,039	17	22
Other operating charges	125	(125)				-	--	--
Operating Income	1,526	126				1,652	26	19 (2)
Interest income	86					86	110	110
Interest expense	156					156	232	232
Equity income - net	171		\$9			180	--	22
Other income (loss) - net	(4)			(\$18)		(22)	--	--
Income Before Income Taxes	1,623	126	9	(18)		1,740	83	16
Income taxes	409	19	2	(7)	(\$40)	383	97	40
Net Income	\$1,214	\$107	\$7	(\$11)	\$40	\$1,357	79	11
Diluted Net Income Per Share	\$0.52	\$0.05	\$0.00	\$0.00	\$0.02	\$0.58 (3)	79	12
Average Shares Outstanding - Diluted	2,347	2,347	2,347	2,347	2,347	2,347		
Gross Margin	64.0%					64.0%		
Operating Margin	20.8%					22.5%		
Effective Tax Rate	25.2%					22.0%		

	Three Months Ended December 31, 2006						After Considering Items (Non-GAAP)	% Change - Reported (GAAP)	% Change - After Considering Items (Non-GAAP)
	Items Impacting Comparability								
	Reported (GAAP)	Asset Impairments/ Restructuring	Equity Investees	Transaction Gains	Foundation Donation	Certain Tax Matters (1)			
Net Operating Revenues	\$5,932						\$5,932		
Cost of goods sold	2,063	(\$4)					2,059		
Gross Profit	3,869	4					3,873		
Selling, general and administrative expenses	2,587				(\$100)		2,487		
Other operating charges	70	(70)					-		
Operating Income	1,212	74			100		1,386		
Interest income	41						41		
Interest expense	47						47		
Equity income - net	(467)		\$615				148		
Other income (loss) - net	147			(\$175)			(28)		
Income Before Income Taxes	886	74	615	(175)	100		1,500		
Income taxes	208	10	57	(76)	38	\$37	274		
Net Income	\$678	\$64	\$558	(\$99)	\$62	(\$37)	\$1,226		
Diluted Net Income Per Share	\$0.29	\$0.03	\$0.24	(\$0.04)	\$0.03	(\$0.02)	\$0.52 (3)		
Average Shares Outstanding - Diluted	2,341	2,341	2,341	2,341	2,341	2,341	2,341		
Gross Margin	65.2%						65.3%		
Operating Margin	20.4%						23.4%		
Effective Tax Rate	23.5%						18.2% (4)		

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

(1) Primarily due to changes in reserves related to certain tax matters.

(2) Ongoing operating income for the three months ended December 31, 2007 includes a positive currency impact of approximately 9%. Ongoing, currency neutral operating income growth is 10%.

(3) Per share amounts do not add due to rounding.

(4) Effective tax rate calculated on full figures.

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Reconciliation of GAAP to Non-GAAP Financial Measures
(UNAUDITED)
(In millions except per share data)

	Year Ended December 31, 2007					After Considering Items (Non-GAAP)	% Change - Reported (GAAP)	% Change - After Considering Items (Non-GAAP)
	Items Impacting Comparability							
	Reported (GAAP)	Asset Impairments/ Restructuring	Equity Investees	Gains on Sales of Assets	Certain Tax Matters (1)			
Net Operating Revenues	\$28,857					\$28,857	20	20 (2)
Cost of goods sold	10,406	(\$14)				10,392	27	27
Gross Profit	18,451	14				18,465	16	16
Selling, general and administrative expenses	10,945					10,945	16	17
Other operating charges	254	(254)				-	--	--
Operating Income	7,252	268				7,520	15	14 (3)
Interest income	236					236	22	22
Interest expense	456					456	107	107
Equity income - net	668		\$150			818	555	16
Other income (loss) - net	173			(\$227)		(54)	--	--
Income Before Income Taxes	7,873	268	150	(227)		8,064	20	12
Income taxes	1,892	49	21	(111)	(\$77)	1,774	26	10
Net Income	\$5,981	\$219	\$129	(\$116)	\$77	\$6,290	18	13
Diluted Net Income Per Share	\$2.57	\$0.09	\$0.06	(\$0.05)	\$0.03	\$2.70	19	14
Average Shares Outstanding - Diluted	2,331	2,331	2,331	2,331	2,331	2,331		
Gross Margin	63.9%					64.0%		
Operating Margin	25.1%					26.1%		
Effective Tax Rate	24.0%					22.0%		

	Year Ended December 31, 2006						After Considering Items (Non-GAAP)
	Items Impacting Comparability						
	Reported (GAAP)	Asset Impairments/ Restructuring	Equity Investees	Transaction Gains	Foundation Donation	Certain Tax Matters (1)	
Net Operating Revenues	\$24,088						\$24,088
Cost of goods sold	8,164	(\$4)					8,160
Gross Profit	15,924	4					15,928
Selling, general and administrative expenses	9,431				(\$100)		9,331
Other operating charges	185	(185)					-
Operating Income	6,308	189			100		6,597
Interest income	193						193
Interest expense	220						220
Equity income - net	102		\$606				708
Other income (loss) - net	195			(\$298)			(103)
Income Before Income Taxes	6,578	189	606	(298)	100		7,175
Income taxes	1,498	30	57	8	38	(\$24)	1,607
Net Income	\$5,080	\$159	\$549	(\$306)	\$62	\$24	\$5,568
Diluted Net Income Per Share	\$2.16	\$0.07	\$0.23	(\$0.13)	\$0.03	\$0.01	\$2.37
Average Shares Outstanding - Diluted	2,350	2,350	2,350	2,350	2,350	2,350	2,350
Gross Margin	66.1%						66.1%
Operating Margin	26.2%						27.4%
Effective Tax Rate	22.8%						22.4%

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

(1) Primarily due to changes in reserves related to certain tax matters.

(2) Net operating revenues excluding structural changes:

	2007	2006	% Change
Reported net operating revenues	\$28,857	\$24,088	20%
Structural changes	(1,762)	--	--
Net operating revenues excluding structural changes	\$27,095	\$24,088	12%

(3) Ongoing operating income for the year ended December 31, 2007 includes a positive currency impact of approximately 4%. Ongoing, currency neutral operating income growth is 10%.

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THE COCA-COLA COMPANY AND SUBSIDIARIES
Reconciliation of GAAP to Non-GAAP Financial Measures
Operating Income (Loss) by Segment
(UNAUDITED)
(In millions)

	Three Months Ended December 31, 2007			Three Months Ended December 31, 2006				% Favorable (Unfavorable) - Reported (GAAP)	% Favorable (Unfavorable) - After Considering Items (Non-GAAP)
	Reported (GAAP)	Items Impacting Comparability		Reported (GAAP)	Items Impacting Comparability		After Considering Items (Non-GAAP)		
		Asset Impairments/ Restructuring	After Considering Items (Non-GAAP)		Asset Impairments/ Restructuring	Foundation Donation			
Africa	\$160	\$1	\$161	\$137	\$2		\$139	17	16
Eurasia	50	1	51	36			36	39	42
European Union	527	21	548	480	2		482	10	14
Latin America	491	1	492	390			390	26	26
North America	402	10	412	419			419	(4)	(2)
Pacific	393	2	395	374	42		416	5	(5)
Bottling Investments	22	4	26	(59)	27		(32)	--	--
Corporate	(519)	86	(433)	(565)	1	\$100	(464)	8	7
Consolidated	\$1,526	\$126	\$1,652	\$1,212	\$74	\$100	\$1,386	26	19

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	Year Ended December 31, 2007			Year Ended December 31, 2006				% Favorable (Unfavorable) - Reported (GAAP)	% Favorable (Unfavorable) - After Considering Items (Non-GAAP)
	Reported (GAAP)	Items Impacting Comparability Asset Impairments/ Restructuring	After Considering Items (Non-GAAP)	Reported (GAAP)	Asset Impairments/ Restructuring	Foundation Donation	After Considering Items (Non-GAAP)		
Africa	\$450	\$34	\$484	\$424	\$3		\$427	6	13
Eurasia	380	3	383	275			275	38	39
European Union	2,612	33	2,645	2,254	36		2,290	16	16
Latin America	1,749	4	1,753	1,438			1,438	22	22
North America	1,696	23	1,719	1,683			1,683	1	2
Pacific	1,699	3	1,702	1,650	62		1,712	3	(1)
Bottling Investments	153	47	200	18	87		105	750	90
Corporate	(1,487)	121	(1,366)	(1,434)	1	\$100	(1,333)	(4)	(2)
Consolidated	\$7,252	\$268	\$7,520	\$6,308	\$189	\$100	\$6,597	15	14