

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 Table below for supplemental financial data and corresponding reconciliations to GAAP financial measures for the year ended December 31, 2005. 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
(UnAUDITED)
(In millions except per share data)

	Year Ended December 31, 2005									% Change - Reported (GAAP)	% Change - After Considering Items (Non-GAAP)
	Reported (GAAP)	Items Impacting Comparability							After Considering Items (Non-GAAP)		
		HFCS Settlement	Resolution of Tax Matters	Repatriation of Foreign Earnings	Issuances of Stock by Equity Investees	Accelerated Amortization of Stock-Based Compensation	Equity Investee	Asset Write- downs			
Net Operating Revenues	\$23,104								\$23,104	6	6
Cost of goods sold	8,195	\$47							8,242	7	7
Gross Profit	14,909	(47)							14,862	6	6
Selling, general and administrative expenses	8,739					(\$50)			8,689	11	10
Other operating charges	85							(\$85)	-	--	--
Operating Income*	6,085	(47)				50		85	6,173	7	(0)
Interest income	235								235	50	50
Interest expense	240								240	22	22
Equity income - net	680							\$33	717	10	23
Other loss - net	(93)								(93)	--	--
Gains on issuances of stock by equity investees	23				(\$23)				-	(4)	--
Income Before Income Taxes	6,690	(47)			(23)	50	33	89	6,792	8	2
Income taxes	1,818	(18)	\$101	(\$315)	(\$8)	12	2	4	1,596	32	(2)
Net Income	\$4,872	(\$29)	(\$101)	\$315	(\$15)	\$38	\$31	\$85	\$5,196	1	4
Diluted Net Income Per Share	\$2.04	(\$0.01)	(\$0.04)	\$0.13	(\$0.01)	\$0.02	\$0.01	\$0.04	\$2.17	2	5
Average Shares Outstanding - Diluted	2,393	2,393	2,393	2,393	2,393	2,393	2,393	2,393	2,393		
Gross Margin	64.5%								64.3%		
Operating Margin	26.3%								26.7%		
Effective Tax Rate	27.2%								23.5%		

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) Net operating revenues excluding structural changes:

	2005	2004	% Change
Reported net operating revenues	\$23,104	\$21,742	6%
Structural changes	(146)	(40)	--
Net operating revenues excluding structural changes	\$22,958	\$21,702	6%

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

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THE COCA-COLA COMPANY AND SUBSIDIARIES
Reconciliation of GAAP to Non-GAAP Financial Measures
(UNAUDITED)
(In millions except per share data)

	Year Ended December 31, 2006						After Considering Items (Non-GAAP)	% Change - Reported (GAAP)	% Change - After Considering Items (Non-GAAP)
	Reported (GAAP)	Items Impacting Comparability							
		Asset Impairments/ Restructuring	Equity Investees	Transaction Gains	Foundation Donation	Certain Tax Matters (1)			
Net Operating Revenues	\$24,088						\$24,088	4 (2)	4
Cost of goods sold	8,164	(\$4)					8,160	0	(1)
Gross Profit	15,924	4					15,928	7	7
Selling, general and administrative expenses	9,431				(\$100)		9,331	8 (3)	7
Other operating charges	185	(185)					-	--	--
Operating Income	6,308	189			100		6,597	4	7
Interest income	193						193	(18)	(18)
Interest expense	220						220	(8)	(8)
Equity income - net	102		\$606				708	(85)	(1)
Other income (loss) - net	195			(\$298)			(103)	--	--
Income Before Income Taxes	6,578	189	606	(298)	100		7,175	(2)	6
Income taxes	1,498	30	57	8	38	(\$24)	1,607	(18)	1
Net Income	\$5,080	\$159	\$549	(\$306)	\$62	\$24	\$5,568	4	7
Diluted Net Income Per Share	\$2.16	\$0.07	\$0.23	(\$0.13)	\$0.03	\$0.01	\$2.37	6	9
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%		

	Year Ended December 31, 2005								After Considering Items (Non-GAAP)
	Reported (GAAP)	Items Impacting Comparability							
		HFCS Settlement	Resolution of Tax Matters	Repatriation of Foreign Earnings	Issuances of Stock by Equity Investees	Accelerated Amortization of Stock-Based Compensation	Equity Investee	Asset Write-downs	
Net Operating Revenues	23,104								\$23,104
Cost of goods sold	8,195	\$47							8,242
Gross Profit	14,909	(47)							14,862
Selling, general and administrative expenses	8,739					(\$50)			8,689
Other operating charges	85						(\$85)		-
Operating Income	6,085	(47)				50	85		6,173
Interest income	235								235
Interest expense	240								240
Equity income - net	680						\$33	4	717
Other income (loss) - net	(93)								(93)
Gain on issuances of stock by equity investees	23				(\$23)				-
Income Before Income Taxes	6,690	(47)			(23)	50	33	89	6,792
Income taxes	1,818	(18)	\$101	(\$315)	(8)	12	2	4	1,596
Net Income	\$4,872	(\$29)	(\$101)	\$315	(\$15)	\$38	\$31	\$85	\$5,196
Diluted Net Income Per Share	\$2.04	(\$0.01)	(\$0.04)	\$0.13	(\$0.01)	\$0.02	\$0.01	\$0.04	\$2.17 (4)
Average Shares Outstanding - Diluted	2,393	2,393	2,393	2,393	2,393	2,393	2,393	2,393	2,393
Gross Margin	64.5%								64.3%
Operating Margin	26.3%								26.7%
Effective Tax Rate	27.2%								23.5%

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 related to changes in reserves related to certain tax matters.

(2) Net operating revenues excluding structural changes:

	2006	2005	% Change
Reported net operating revenues	\$24,088	\$23,104	4%
Structural changes	(460)	(779)	--
Net operating revenues excluding structural changes	\$23,628	\$22,325	6%

(3) Selling, general and administrative expenses excluding items impacting comparability and structural changes:

	2006	2005	% Change
Reported selling, general and administrative expenses	\$9,431	\$8,739	8%
Donation to The Coca-Cola Foundation	(100)		--
Accelerated amortization of stock-based compensation expense		(50)	--
Structural changes	(130)		--
Selling, general and administrative expenses excluding items impacting comparability and structural changes	\$9,201	\$8,689	6%

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

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THE COCA-COLA COMPANY AND SUBSIDIARIES
Reconciliation of GAAP to Non-GAAP Financial Measures

(UNAUDITED)
(In millions except per share data)

	Year Ended December 31, 2007						% Change - Reported (GAAP)	% Change - After Considering Items (Non-GAAP)
	Reported (GAAP)	Items Impacting Comparability				After Considering Items (Non-GAAP)		
		Asset Impairments/ Restructuring	Equity Investees	Gains on Sales of Assets	Certain Tax Matters (1)			
Net Operating Revenues	\$28,857					\$28,857	20	20
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
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						
	Reported (GAAP)	Items Impacting Comparability					After Considering Items (Non-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%

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THE COCA-COLA COMPANY AND SUBSIDIARIES
Reconciliation of GAAP and Non-GAAP Financial Measures
(UNAUDITED)
(In millions except per share data)

	Year Ended December 31, 2008						After Considering Items (Non-GAAP)	% Change - Reported (GAAP)	% Change - After Considering Items (Non-GAAP)
	Items Impacting Comparability								
	Reported (GAAP)	Asset Impairments/ Restructuring	Productivity Initiatives	Equity Investees	Transaction Gains				
Net Operating Revenues	\$31,944						\$31,944	11	11
Cost of goods sold	11,374						11,374	9	9
Gross Profit	20,570						20,570	11	11
Selling, general and administrative expenses	11,774						11,774	8	8
Other operating charges	350	(\$295)	(\$55)				-	--	--
Operating Income	8,446	295	55				8,796	16	17
Interest income	333						333	41	41
Interest expense	438						438	(4)	(4)
Equity income (loss) - net	(874)			\$1,686			812	--	(1)
Other income (loss) - net	(28)	84			(\$119)		(63)	--	--
Income Before Income Taxes	7,439	379	55	1,686	(119)		9,440	(6)	17
Income taxes	1,632	66	21	392	(29)	(\$5)	2,077	(14)	17
Net Income	\$5,807	\$313	\$34	\$1,294	(\$90)	\$5	\$7,363	(3)	17
Diluted Net Income Per Share	\$2.49	\$0.13	\$0.01	\$0.55	(\$0.04)	\$0.00	\$3.15	(3)	17
Average Shares Outstanding - Diluted	2,336	2,336	2,336	2,336	2,336	2,336	2,336		
Gross Margin	64.4%						64.4%		
Operating Margin	26.4%						27.5%		
Effective Tax Rate	21.9%						22.0%		

	Year Ended December 31, 2007					After Considering Items (Non-GAAP)
	Items Impacting Comparability					
	Reported (GAAP)	Asset Impairments/ Restructuring	Equity Investees	Gains on Sales of Assets		
Net Operating Revenues	\$28,857					\$28,857
Cost of goods sold	10,406	(\$14)				10,392
Gross Profit	18,451	14				18,465
Selling, general and administrative expenses	10,945					10,945
Other operating charges	254	(254)				-
Operating Income	7,252	268				7,520
Interest income	236					236
Interest expense	456					456
Equity income - net	668		\$150			818
Other income (loss) - net	173			(\$227)		(54)
Income Before Income Taxes	7,873	268	150	(227)		8,064
Income taxes	1,892	49	21	(111)	(\$77)	1,774
Net Income	\$5,981	\$219	\$129	(\$116)	\$77	\$6,290
Diluted Net Income Per Share	\$2.57	\$0.09	\$0.06	(\$0.05)	\$0.03	\$2.70
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%

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 related to changes in reserves related to certain tax matters.

(2) Net operating revenues excluding structural changes:

	2008	2007	% Change
Reported net operating revenues	\$31,944	\$28,857	11
Structural changes	(912)	(816)	--
Net operating revenues excluding structural changes	\$31,032	\$28,041	11

(3) Operating income after considering items impacting comparability for the year ended December 31, 2008 includes a positive currency impact of approximately 6%. Currency neutral operating income growth after considering items impacting comparability is 11%.

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

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THE COCA-COLA COMPANY AND SUBSIDIARIES
Reconciliation of GAAP to Non-GAAP Financial Measures
Net Operating Revenues and Selling, General and Administrative Expenses
(UNAUDITED)
(In millions)

Year Ended December 31, 2005				
	Reported (GAAP)	Items Impacting Comparability (1)	After Considering Items (Non-GAAP)	% of Net Revenue After Considering Items Impacting Comparability
Net Operating Revenues	\$23,104	\$0	\$23,104	
Selling and Advertising Expenses	\$5,928	\$0	\$5,928	25.7%
General and Administrative Expenses	\$2,811	(\$50)	\$2,761	12.0%
Total SG&A Expenses	\$8,739	(\$50)	\$8,689	37.6%

Year Ended December 31, 2006				
	Reported (GAAP)	Items Impacting Comparability (2)	After Considering Items (Non-GAAP)	% of Net Revenue After Considering Items Impacting Comparability
Net Operating Revenues	\$24,088	\$0	\$24,088	
Selling and Advertising Expenses	\$6,477	\$0	\$6,477	26.9%
General and Administrative Expenses	\$2,954	(\$100)	\$2,854	11.8%
Total SG&A Expenses	\$9,431	(\$100)	\$9,331	38.7%

Year Ended December 31, 2007				
	Reported (GAAP)	Items Impacting Comparability	After Considering Items (Non-GAAP)	% of Net Revenue After Considering Items Impacting Comparability
Net Operating Revenues	\$28,857	\$0	\$28,857	
Selling and Advertising Expenses	\$7,803	\$0	\$7,803	27.0%
General and Administrative Expenses	\$3,142	\$0	\$3,142	10.9%
Total SG&A Expenses	\$10,945	\$0	\$10,945	37.9%

Year Ended December 31, 2008				
	Reported (GAAP)	Items Impacting Comparability	After Considering Items (Non-GAAP)	% of Net Revenue After Considering Items Impacting Comparability
Net Operating Revenues	\$31,944	\$0	\$31,944	
Selling and Advertising Expenses	\$8,774	\$0	\$8,774	27.5%
General and Administrative Expenses	\$3,000	\$0	\$3,000	9.4%
Total SG&A Expenses	\$11,774	\$0	\$11,774	36.9%

(1) Accelerated Amortization of Stock-Based Compensation

(2) Foundation Donation

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THE COCA-COLA COMPANY AND SUBSIDIARIES
Reconciliation of GAAP to Non-GAAP Financial Measures
Net Operating Revenues, Operating Income (Loss) and Operating Margin
(UNAUDITED)
(In millions)

	Year Ended December 31, 2004			Year Ended December 31, 2004			Operating Margin After Considering Items Impacting Comparability
	Net Operating Revenues			Operating Income (Loss)			
	Reported (GAAP)	Items Impacting Comparability	After Considering Items (Non-GAAP)	Reported (GAAP)	Items Impacting Comparability	After Considering Items (Non-GAAP)	
Bottling Investments	\$3,975	\$0	\$3,975	(\$454)	\$405	(\$49)	-1.2%
	Year Ended December 31, 2005			Year Ended December 31, 2005			
	Net Operating Revenues			Operating Income (Loss)			
	Reported (GAAP)	Items Impacting Comparability	After Considering Items (Non-GAAP)	Reported (GAAP)	Items Impacting Comparability	After Considering Items (Non-GAAP)	Operating Margin After Considering Items Impacting Comparability
Bottling Investments	\$4,106	\$0	\$4,106	(\$37)	\$0	(\$37)	-0.9%
	Year Ended December 31, 2006			Year Ended December 31, 2006			
	Net Operating Revenues			Operating Income (Loss)			
	Reported (GAAP)	Items Impacting Comparability	After Considering Items (Non-GAAP)	Reported (GAAP)	Items Impacting Comparability	After Considering Items (Non-GAAP)	Operating Margin After Considering Items Impacting Comparability
Bottling Investments	\$4,954	\$0	\$4,954	\$18	\$87	\$105	2.1%
	Year Ended December 31, 2007			Year Ended December 31, 2007			
	Net Operating Revenues			Operating Income (Loss)			
	Reported (GAAP)	Items Impacting Comparability	After Considering Items (Non-GAAP)	Reported (GAAP)	Items Impacting Comparability	After Considering Items (Non-GAAP)	Operating Margin After Considering Items Impacting Comparability
Bottling Investments	\$7,570	\$0	\$7,570	\$153	\$47	\$200	2.6%
	Year Ended December 31, 2008			Year Ended December 31, 2008			
	Net Operating Revenues			Operating Income (Loss)			
	Reported (GAAP)	Items Impacting Comparability	After Considering Items (Non-GAAP)	Reported (GAAP)	Items Impacting Comparability	After Considering Items (Non-GAAP)	Operating Margin After Considering Items Impacting Comparability
Bottling Investments	\$8,731	\$0	\$8,731	\$264	\$46	\$310	3.6%