

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 three months ended March 30, 2007 and March 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**  
(UNAUDITED)

(In millions except per share data)

	Three Months Ended March 30, 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)			
<b>Net Operating Revenues</b>	\$6,103					\$6,103	17	17
Cost of goods sold	2,145	(\$4)				2,141	24	24
<b>Gross Profit</b>	3,958	4				3,962	13	13
Selling, general and administrative expenses	2,325					2,325	13	13
Other operating charges	6	(6)				-	--	--
<b>Operating Income (2)</b>	1,627	10				1,637	17	14
Interest income	37					37	(47)	(47)
Interest expense	71					71	13	13
Equity income - net	20		\$73			93	(77)	(2)
Other income (loss) - net	116			(\$137)		(21)	--	--
<b>Income Before Income Taxes</b>	1,729	10	73	(137)		1,675	17	10
Income taxes	467	2	-	(73)	(\$11)	385	27	5
<b>Net Income</b>	\$1,262	\$8	\$73	(\$64)	\$11	\$1,290	14	11
<b>Diluted Net Income Per Share</b>	\$0.54	\$0.00	\$0.03	(\$0.03)	\$0.00	\$0.56	(3)	14
<b>Average Shares Outstanding - Diluted</b>	2,321	2,321	2,321	2,321	2,321	2,321		
<b>Gross Margin</b>	64.9%					64.9%		
<b>Operating Margin</b>	26.7%					26.8%		
<b>Effective Tax Rate</b>	27.0%					23.0%		

	Three Months Ended March 31, 2006				
	Items Impacting Comparability				After Considering Items (Non-GAAP)
	Reported (GAAP)	Asset Impairments/ Restructuring	Equity Investee	Certain Tax Matters (1)	
<b>Net Operating Revenues</b>	\$5,226				\$5,226
Cost of goods sold	1,726				1,726
<b>Gross Profit</b>	3,500				3,500
Selling, general and administrative expenses	2,060				2,060
Other operating charges	45	(\$45)			-
<b>Operating Income</b>	1,395	45			1,440
Interest income	70				70
Interest expense	63				63
Equity income - net	86		\$9		95
Other income (loss) - net	(13)				(13)
<b>Income Before Income Taxes</b>	1,475	45	9		1,529
Income taxes	369	7	1	(\$10)	367
<b>Net Income</b>	\$1,106	\$38	\$8	\$10	\$1,162
<b>Diluted Net Income Per Share</b>	\$0.47	\$0.02	\$0.00	\$0.00	\$0.49
<b>Average Shares Outstanding - Diluted</b>	2,366	2,366	2,366	2,366	2,366
<b>Gross Margin</b>	67.0%				67.0%
<b>Operating Margin</b>	26.7%				27.6%
<b>Effective Tax Rate</b>	25.0%				24.0%

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) Operating Income for the three months ended March 30, 2007 includes a positive currency impact of approximately 3%. Ongoing, currency neutral operating income growth is 11%.

(3) 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**  
**Operating Income (Loss), by Segment**  
**(UNAUDITED)**  
(In millions except percentages)

	Three Months Ended March 30, 2007			Three Months Ended March 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)	Items Impacting Comparability Asset Impairments/ Restructuring	After Considering Items (Non-GAAP)		
Africa	\$112	\$2	\$114	\$103		\$103	9	11
Eurasia	87		87	64		64	36	36
European Union	604		604	455		455	33	33
Latin America	415		415	349		349	19	19
North America	347		347	388		388	(11)	(11)
Pacific	372		372	363	\$3	366	2	2
Bottling Investments	(2)	6	4	(57)	42	(15)	96	--
Corporate	(308)	2	(306)	(270)		(270)	(14)	(13)
Consolidated	\$1,627	\$10	\$1,637	\$1,395	\$45	\$1,440	17	14