

The Company reports its financial results in accordance with 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 31, 2006 and April 1, 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 and percentages)

	Three Months Ended March 31, 2006					Three Months Ended April 1, 2005						% Change - Reported (GAAP)	% Change - After Considering Items (Non-GAAP)
	Reported (GAAP)	Items Impacting Comparability			After Considering Items (Non-GAAP)	Reported (GAAP)	Items Impacting Comparability				After Considering Items (Non-GAAP)		
Equity Investee		Asset Impairments/Restructuring	Certain Tax Matters*	Issuances of Stock by Equity Investees			Resolution of Tax Matters	Repatriation of Foreign Earnings	Accelerated Amortization of Stock-Based Compensation				
Net Operating Revenues	\$5,226				\$5,226	\$5,206					\$5,206	0	0
Cost of goods sold	1,726				1,726	1,818					1,818	(5)	(5)
Gross Profit	3,500				3,500	3,388					3,388	3	3
Selling, general and administrative expenses	2,060				2,060	2,029				(\$50)	1,979	2	4
Other operating charges	45		(\$45)		-	-					-	--	--
Operating Income	1,395		45		1,440	1,359				50	1,409	3	2
Interest income	70				70	60					60	17	17
Interest expense	63				63	68					68	(7)	(7)
Equity income - net	86	\$9			95	91					91	(5)	4
Other income (loss) - net	(13)				(13)	(17)					(17)	--	--
Gain on issuances of stock by equity investees	-				-	23	(\$23)				-	--	--
Income Before Income Taxes	1,475	9	45		1,529	1,448	(23)			50	1,475	2	4
Income taxes	369	1	7	(\$10)	367	446	(8)	\$56	(\$152)	12	354	(17)	4
Net Income	\$1,106	\$8	\$38	\$10	\$1,162	\$1,002	(\$15)	(\$56)	\$152	\$38	\$1,121	10	4
Diluted Net Income Per Share	\$0.47	\$0.00	\$0.02	\$0.00	\$0.49	\$0.42	(\$0.01)	(\$0.02)	\$0.06	\$0.02	\$0.47	12	4
Average Shares Outstanding - Diluted	2,366	2,366	2,366	2,366	2,366	2,410	2,410	2,410	2,410	2,410	2,410	(2)	(2)
Gross Margin	67.0%				67.0%	65.1%					65.1%		
Operating Margin	26.7%				27.6%	26.1%					27.1%		
Effective Tax Rate	25.0%				24.0%	30.8%					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 positively impacting net income are reflected as deductions to reported net income.

* Primarily related to increases in reserves related to certain tax matters.

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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 31, 2006			Three Months Ended April 1, 2005			% Favorable (Unfavorable) - Reported (GAAP)	% Favorable (Unfavorable) - After Considering Items (Non-GAAP)
	Reported (GAAP)	Items Impacting Comparability Asset Write-downs/ Restructuring	After Considering Items (Non-GAAP)	Reported (GAAP)	Items Impacting Comparability Accelerated Amortization of Stock-Based Compensation	After Considering Items (Non-GAAP)		
North America	\$388		\$388	\$313	\$12	325	24	19
Africa	103		103	90	3	93	14	11
East, South Asia and Pacific Rim	107	\$3	110	88	3	91	22	21
European Union	455		455	512	3	515	(11)	(12)
Latin America	349		349	277	4	281	26	24
North Asia, Eurasia and Middle East	317		317	409	3	412	(22)	(23)
Bottling Investments	(57)	42	(15)	(55)	-	(55)	(4)	73
Corporate	(267)		(267)	(275)	22	(253)	3	(6)
Consolidated	\$1,395	\$45	\$1,440	\$1,359	\$50	\$1,409	3	2