

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 April 3, 2009 and March 28, 2008. 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 and Non-GAAP Financial Measures
 (UNAUDITED)
 (In millions except per share data)

	Three Months Ended April 3, 2009					After Considering Items (Non-GAAP)	% Change - Reported (GAAP)	% Change - After Considering Items (Non-GAAP)
	Reported (GAAP)	Items Impacting Comparability						
		Asset Impairments/ Restructuring	Productivity Initiatives	Equity Investees	Certain Tax Matters (1)			
Net Operating Revenues	\$7,169					\$7,169	(3)	(3)
Cost of goods sold	2,590					2,590	(1)	(1)
Gross Profit	4,579					4,579	(4)	(4)
Selling, general and administrative expenses	2,624					2,624	(6)	(6)
Other operating charges	92	(\$75)	(\$17)			-	-	-
Operating Income	1,863	75	17			1,955	(1)	0
Interest income	60					60	(8)	(8)
Interest expense	85					85	(27)	(27)
Equity income - net	17			\$52		69	(88)	(48)
Other income (loss) - net	(40)	27				(13)	-	-
Income Before Income Taxes	1,815	102	17	52		1,986	(7)	(3)
Income taxes	456	3	6	13	(\$14)	464	2	4
Consolidated Net Income	1,359	99	11	39	14	1,522	(10)	(4)
Less: Net income attributable to noncontrolling interests	11					11	0	0
Net Income Attributable to Shareowners of The Coca-Cola Company	\$1,348	\$99	\$11	\$39	\$14	\$1,511	(10)	(4)
Diluted Net Income Per Share	\$0.58	\$0.04	\$0.00	\$0.02	\$0.01	\$0.65	(9)	(3)
Average Shares Outstanding - Diluted	2,319	2,319	2,319	2,319	2,319	2,319		
Gross Margin	63.9%					63.9%		
Operating Margin	26.0%					27.3%		
Effective Tax Rate	25.1%					23.4%		

	Three Months Ended March 28, 2008					After Considering Items (Non-GAAP)
	Reported (GAAP)	Items Impacting Comparability				
		Asset Impairments/ Restructuring	Productivity Initiatives	Equity Investees	Certain Tax Matters (1)	
Net Operating Revenues	\$7,379					\$7,379
Cost of goods sold	2,624					2,624
Gross Profit	4,755					4,755
Selling, general and administrative expenses	2,796					2,796
Other operating charges	85	(\$82)	(\$3)			-
Operating Income	1,874	82	3			1,959
Interest income	65					65
Interest expense	117					117
Equity income - net	137			(\$5)		132
Other income (loss) - net	-					-
Income Before Income Taxes	1,959	82	3	(5)		2,039
Income taxes	448	14	1	(14)	(\$2)	447
Consolidated Net Income	1,511	68	2	9	2	1,592
Less: Net income attributable to noncontrolling interests	11					11
Net Income Attributable to Shareowners of The Coca-Cola Company	\$1,500	\$68	\$2	\$9	\$2	\$1,581
Diluted Net Income Per Share	\$0.64	\$0.03	\$0.00	\$0.00	\$0.00	\$0.67
Average Shares Outstanding - Diluted	2,351	2,351	2,351	2,351	2,351	2,351
Gross Margin	64.4%					64.4%
Operating Margin	25.4%					26.5%
Effective Tax Rate	22.9%					21.9%

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 matter:
 (2) Net operating revenues excluding structural changes:

	2009	2008	% Change
Reported net operating revenues	\$7,169	\$7,379	(3)
Structural changes	-	(170)	--
Net operating revenues excluding structural changes	\$7,169	\$7,209	(1)

- (3) Net operating revenues after considering items impacting comparability for the three months ended April 3, 2009 includes a negative currency impact of approximately 10%. Currency neutral net operating revenue growth after considering items impacting comparability is 7%.
 (4) Operating income after considering items impacting comparability for the three months ended April 3, 2009 includes a negative currency impact of approximately 17%. Currency neutral operating income growth after considering items impacting comparability is 17%.
 (5) Effective tax rate after considering impact of net income attributable to noncontrolling interests:
- | | 2009 |
|--------------------------------------------------------------------------------------------------------|---------|
| Income before income taxes of \$1,986 less net income attributable to noncontrolling interests of \$11 | \$1,975 |
| Income taxes | \$464 |
| Effective tax rate after considering impact of net income attributable to noncontrolling interests | 23.5% |

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

	Three Months Ended April 3, 2009				Three Months Ended March 28, 2008				% Favorable (Unfavorable) - Reported (GAAP)	% Favorable (Unfavorable) - After Considering Items (Non-GAAP) (1)
	Reported (GAAP)	Items Impacting Comparability		After Considering Items (Non-GAAP)	Reported (GAAP)	Items Impacting Comparability		After Considering Items (Non-GAAP)		
		Asset Impairments/Restructuring	Productivity Initiatives			Asset Impairments/Restructuring	Productivity Initiatives			
Eurasia & Africa	\$207			\$207	\$227			\$227	(9)	(9)
Europe	692			692	735			735	(6)	(6)
Latin America	454			454	506			506	(10)	(10)
North America	428	\$5		433	324	\$2		326	32	33
Pacific	456			456	388			388	18	18
Bottling Investments	(69)	65		(4)	17	4		21	--	--
Corporate	(305)	5	\$17	(283)	(323)	76	\$3	(244)	6	(16)
Consolidated	\$1,863	\$75	\$17	\$1,955	\$1,874	\$82	\$3	\$1,959	(1)	0

(1) Currency neutral operating income growth after considering items impacting comparability for each operating segment is calculated as follows:

	% Favorable (Unfavorable) - After Considering Items (Non-GAAP)	% Currency Impact After Considering Items Impacting Comparability	% Favorable (Unfavorable) - Currency Neutral After Considering Items (Non-GAAP)
Eurasia & Africa	(9)	(26)	17
Europe	(6)	(14)	8
Latin America	(10)	(24)	14
North America	33	(2)	35
Pacific	18	5	13
Bottling Investments	--	--	--
Corporate	(16)	(14)	(2)
Consolidated	0	(17)	17