

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, 2004. 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, 2004											
	Reported (GAAP)	Items Impacting Comparability										After Considering Items (Non-GAAP)
Tax Settlement at Coca-Cola FEMSA		Gain on Issuance of Stock by Equity Investee	Asset Write- downs	Resolution of Tax Matters	German Deferred Tax Asset	Insurance Settlement	Donation to Coca-Cola Foundation	New Tax Legislation				
Net Operating Revenues	\$21,742									\$21,742	4	4
Cost of goods sold	7,674									7,674	(1)	(2)
Gross Profit	14,068									14,068	8	8
Selling, general and administrative expenses	7,890						\$75	(\$75)		7,890	8	8
Other operating charges	480			(\$480)						-	--	--
Operating Income	5,698			480			(75)	75		6,178	9	8
Interest income	157									157	(11)	(11)
Interest expense	196									196	10	10
Equity income - net	621	(\$37)								584	53	15
Other loss - net	(82)									(82)	--	--
Gains on issuances of stock by equity investees	24			(\$24)						-	--	--
Income Before Income Taxes	6,222	(37)	(24)	480			(75)	75		6,641	13	9
Income taxes	1,375	(13)	(9)	171	\$128	(\$75)	(29)	29	\$50	1,627	20	24
Net Income	\$4,847	(\$24)	(\$15)	\$309	(\$128)	\$75	(\$46)	\$46	(\$50)	\$5,014	12	5
Diluted Net Income Per Share	\$2.00	(\$0.01)	(\$0.01)	\$0.13	(\$0.05)	\$0.03	(\$0.02)	\$0.02	(\$0.02)	\$2.06	13	6
Average Shares Outstanding - Diluted	2,429	2,429	2,429	2,429	2,429	2,429	2,429	2,429	2,429	2,429		
Gross Margin	64.7%									64.7%		
Operating Margin	26.2%									28.4%		
Effective Tax Rate	22.1%									24.5%		

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 positively impacting net income are reflected as deductions to reported net income.

(1) Net operating revenues excluding structural changes:

	2004	2003	% Change
Reported net operating revenues	\$21,742	\$20,857	4%
Structural changes	(292)	(904)	--
Net operating revenues excluding structural changes	\$21,450	\$19,953	8%

(2) Net operating revenues after considering items impacting comparability for the year ended December 31, 2004 includes a positive currency impact of approximately 5%. Currency neutral net operating revenues growth after considering items impacting comparability is -1%.

(3) Operating income after considering items impacting comparability for the year ended December 31, 2004 includes a positive currency impact of approximately 8%. Currency neutral operating income growth after considering items impacting comparability is 0%.

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

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	6,792	8	2
Income taxes	1,818	(18)	\$101	(\$315)	(\$8)		12	2	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 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) Net operating revenues after considering items impacting comparability for the year ended December 31, 2005 includes a positive currency impact of approximately 2%. Currency neutral net operating revenues growth after considering items impacting comparability is 4%.

(3) Operating income after considering items impacting comparability for the year ended December 31, 2005 includes a positive currency impact of approximately 4%. Currency neutral operating income growth after considering items impacting comparability is -4%.

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

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 years ended December 31, 2006 and 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, 2006							% Change - Reported (GAAP)	% Change - After Considering Items (Non-GAAP)
	Items Impacting Comparability						After Considering Items (Non-GAAP)		
	Reported (GAAP)	Asset Impairments/ Restructuring	Equity Investees	Transaction Gains	Foundation Donation	Certain Tax Matters (1)			
Net Operating Revenues	\$24,088						\$24,088	4 (2)	4 (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 (5)
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								
	Items Impacting Comparability								After Considering Items (Non-GAAP)
	Reported (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
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 (6)
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 matter:

(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) Net operating revenues after considering items impacting comparability for the year ended December 31, 2006 includes a flat currency impact. Currency neutral net operating revenues growth after considering items impacting comparability is 4%.

(5) Operating income after considering items impacting comparability for the year ended December 31, 2006 includes a negative currency impact of approximately 1%. Currency neutral operating income growth after considering items impacting comparability is 8%.

(6) 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 (2)	20 (3)
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 (4)
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%

(3) Net operating revenues after considering items impacting comparability for the year ended December 31, 2007 includes a positive currency impact of approximately 4%. Currency neutral net operating revenues growth after considering items impacting comparability is 16%.

(4) Operating income after considering items impacting comparability for the year ended December 31, 2007 includes a positive currency impact of approximately 4%. Currency neutral operating income growth after considering items impacting comparability is 10%.

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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) Net operating revenues after considering items impacting comparability for the year ended December 31, 2008 includes a positive currency impact of approximately 4%. Currency neutral net operating revenues growth after considering items impacting comparability is 7%.

(4) 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%.

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

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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)

	Three Months Ended September 26, 2008						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	Transaction Gains	Certain Tax Matters (1)			
Net Operating Revenues	\$8,393						\$8,393	9	9
Cost of goods sold	3,020						3,020	5	5
Gross Profit	5,373						5,373	12	12
Selling, general and administrative expenses	3,139						3,139	8	8
Other operating charges	47	(\$35)	(\$12)				-	--	--
Operating Income	2,187	35	12				2,234	20	17
Interest income	105						105	78	78
Interest expense	111						111	(13)	(13)
Equity income - net	272			\$3			275	(5)	3
Other income (loss) - net	(8)				(\$16)		(24)	--	--
Income Before Income Taxes	2,445	35	12	3	(16)		2,479	16	18
Income taxes	555	7	6	(21)	3	(\$5)	545	21	24
Net Income	\$1,890	\$28	\$6	\$24	(\$19)	\$5	\$1,934	14	16
Diluted Net Income Per Share	\$0.81	\$0.01	\$0.00	\$0.01	(\$0.01)	\$0.00	\$0.83	14	17
Average Shares Outstanding - Diluted	2,329	2,329	2,329	2,329	2,329	2,329	2,329		
Gross Margin	64.0%						64.0%		
Operating Margin	26.1%						26.6%		
Effective Tax Rate	22.7%						22.0%		

	Three Months Ended September 28, 2007					After Considering Items (Non-GAAP)
	Reported (GAAP)	Items Impacting Comparability				
		Asset Impairments/ Restructuring	Equity Investees	Gains on Sales of Assets	Certain Tax Matters (1)	
Net Operating Revenues	\$7,690					\$7,690
Cost of goods sold	2,884	(\$3)				2,881
Gross Profit	4,806	3				4,809
Selling, general and administrative expenses	2,896					2,896
Other operating charges	81	(81)				-
Operating Income	1,829	84				1,913
Interest income	59					59
Interest expense	127					127
Equity income - net	287		(\$21)			266
Other income (loss) - net	65			(\$73)		(8)
Income Before Income Taxes	2,113	84	(21)	(73)		2,103
Income taxes	459	16	(7)	(31)	\$4	441
Net Income	\$1,654	\$68	(\$14)	(\$42)	(\$4)	\$1,662
Diluted Net Income Per Share	\$0.71	\$0.03	(\$0.01)	(\$0.02)	\$0.00	\$0.71
Average Shares Outstanding - Diluted	2,331	2,331	2,331	2,331	2,331	2,331
Gross Margin	62.5%					62.5%
Operating Margin	23.8%					24.9%
Effective Tax Rate	21.7%					21.0%

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	\$8,393	\$7,690	9%
Structural changes	(166)	(257)	--
Net operating revenues excluding structural changes	\$8,227	\$7,433	11%

(3) Operating expense leverage after considering items impacting comparability for the three months ended September 26, 2008 is 5%, which is calculated by subtracting gross profit growth after considering items impacting comparability of 12% from operating income growth after considering items impacting comparability of 17%.

(4) Operating income after considering items impacting comparability for the three months ended September 26, 2008 includes a positive currency impact of approximately 9%. Currency neutral operating income growth after considering items impacting comparability is 8%.

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

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, 2008 and December 31, 2007. 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 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	\$7,126						\$7,126	(3)	(3)
Cost of goods sold	2,568						2,568	(3)	(3)
Gross Profit	4,558						4,558	(3)	(3)
Selling, general and administrative expenses	2,744						2,744	(10)	(10)
Other operating charges	108	(\$77)	(\$31)				-	-	-
Operating Income	1,706	77	31				1,814	12	10
Interest income	94						94	9	9
Interest expense	121						121	(22)	(22)
Equity income - net	(440)			\$556			116	-	(36)
Other income (loss) - net	(89)	84			(\$1)		(6)	-	-
Income Before Income Taxes	1,150	161	31	556	(1)		1,897	(29)	9
Income taxes	155	23	12	197	-	\$31	418	(62)	9
Net Income	\$995	\$138	\$19	\$359	(\$1)	(\$31)	\$1,479	(18)	9
Diluted Net Income Per Share	\$0.43	\$0.06	\$0.01	\$0.15	\$0.00	(\$0.01)	\$0.64	(17)	10
Average Shares Outstanding - Diluted	2,321	2,321	2,321	2,321	2,321	2,321	2,321		
Gross Margin	64.0%						64.0%		
Operating Margin	23.9%						25.5%		
Effective Tax Rate	13.5%						22.0%		

	Three Months 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	\$7,331					\$7,331
Cost of goods sold	2,641	(\$1)				2,640
Gross Profit	4,690	1				4,691
Selling, general and administrative expenses	3,039					3,039
Other operating charges	125	(125)				-
Operating Income	1,526	126				1,652
Interest income	86					86
Interest expense	156					156
Equity income - net	171		\$9			180
Other income (loss) - net	(4)			(\$18)		(22)
Income Before Income Taxes	1,623	126	9	(18)		1,740
Income taxes	409	19	2	(7)	(\$40)	383
Net Income	\$1,214	\$107	\$7	(\$11)	\$40	\$1,357
Diluted Net Income Per Share	\$0.52	\$0.05	\$0.00	\$0.00	\$0.02	\$0.58
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%

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	\$7,126	\$7,331	(3)
Structural changes	-	(262)	--
Net operating revenues excluding structural changes	\$7,126	\$7,069	1

(3) Operating income after considering items impacting comparability for the three months ended December 31, 2008 includes a negative currency impact of approximately 9%. Currency neutral operating income growth after considering items impacting comparability is 19%.

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

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 certain 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%

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 years ended December 31, 2004 through December 31, 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 to Non-GAAP Financial Measures
Currency Neutral Operating Income Growth After Considering Items Impacting Comparability and Structural Changes
(UNAUDITED)
(In millions)

	<u>2005</u>	<u>2004</u>	<u>% Change</u>
Reported operating income (GAAP)	\$6,085	\$5,698	7%
Items impacting comparability	\$88	\$480	
Operating income after considering items impacting comparability (Non-GAAP)	\$6,173	\$6,178	0%
Structural changes	(\$15)	(\$1)	
Operating income after considering items impacting comparability and structural changes (Non-GAAP)	\$6,158	\$6,177	0%

Operating income after considering items impacting comparability and structural changes for the year ended December 31, 2005 includes a positive currency impact of approximately 4%.

Currency neutral operating income growth after considering items impacting comparability and structural changes is -4%.

	<u>2006</u>	<u>2005</u>	<u>% Change</u>
Reported operating income (GAAP)	\$6,308	\$6,085	4%
Items impacting comparability	\$289	\$88	
Operating income after considering items impacting comparability (Non-GAAP)	\$6,597	\$6,173	7%
Structural changes	(\$28)	(\$40)	
Operating income after considering items impacting comparability and structural changes (Non-GAAP)	\$6,569	\$6,133	7%

Operating income after considering items impacting comparability and structural changes for the year ended December 31, 2006 includes a negative currency impact of approximately 1%.

Currency neutral operating income growth after considering items impacting comparability and structural changes is 8%.

	<u>2007</u>	<u>2006</u>	<u>% Change</u>
Reported operating income (GAAP)	\$7,252	\$6,308	15%
Items impacting comparability	\$268	\$289	
Operating income after considering items impacting comparability (Non-GAAP)	\$7,520	\$6,597	14%
Structural changes	(\$28)	\$0	
Operating income after considering items impacting comparability and structural changes (Non-GAAP)	\$7,492	\$6,597	14%

Operating income after considering items impacting comparability and structural changes for the year ended December 31, 2007 includes a positive currency impact of approximately 5%.

Currency neutral operating income growth after considering items impacting comparability and structural changes is 9%.

	<u>2008</u>	<u>2007</u>	<u>% Change</u>
Reported operating income (GAAP)	\$8,446	\$7,252	16%
Items impacting comparability	\$350	\$268	
Operating income after considering items impacting comparability (Non-GAAP)	\$8,796	\$7,520	17%
Structural changes	(\$30)	(\$63)	
Operating income after considering items impacting comparability and structural changes (Non-GAAP)	\$8,766	\$7,457	18%

Operating income after considering items impacting comparability and structural changes for the year ended December 31, 2008 includes a positive currency impact of approximately 7%.

Currency neutral operating income growth after considering items impacting comparability and structural changes is 11%.

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 years ended December 31, 2005 through December 31, 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 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

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 nine 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 to Non-GAAP Financial Measures

(UNAUDITED)

(In millions except per share data)

Nine Months Ended April 3, 2009					
Period	Reported Net Revenues (GAAP)	Items Impacting Comparability	Net Revenues After Considering Items Impacting Comparability (Non-GAAP)	Structural Changes	Net Revenues After Considering Items Impacting Comparability and Structural Changes (Non-GAAP)
Q3 2008	\$8,393	\$0	\$8,393	(\$166)	\$8,227
Q4 2008	\$7,126	\$0	\$7,126	\$0	\$7,126
Q1 2009	\$7,169	\$0	\$7,169	\$0	\$7,169
Total	\$22,688	\$0	\$22,688	(\$166)	\$22,522
Nine month net revenue growth after considering items impacting comparability and structural changes:					4% (1)
Period	Reported Operating Income (GAAP)	Items Impacting Comparability	Operating Income After Considering Items Impacting Comparability (Non-GAAP)	Structural Changes	Operating Income After Considering Items Impacting Comparability and Structural Changes (Non-GAAP)
Q3 2008	\$2,187	\$47	\$2,234	(\$9)	\$2,225
Q4 2008	\$1,706	\$108	\$1,814	\$0	\$1,814
Q1 2009	\$1,863	\$92	\$1,955	\$0	\$1,955
Total	\$5,756	\$247	\$6,003	(\$9)	\$5,994
Nine month operating income growth after considering items impacting comparability and structural changes:					10% (2)
Period	Reported EPS (GAAP)	Items Impacting Comparability	EPS After Considering Items Impacting Comparability (Non-GAAP) (3)		
Q3 2008	\$0.81	\$0.01	\$0.83		
Q4 2008	\$0.43	\$0.21	\$0.64		
Q1 2009	\$0.58	\$0.07	\$0.65		
Total	\$1.82	\$0.29	\$2.12		
Nine month EPS growth after considering items impacting comparability:			8%		

Nine Months Ended March 28, 2008					
Period	Reported Net Revenues (GAAP)	Items Impacting Comparability	Net Revenues After Considering Items Impacting Comparability (Non-GAAP)	Structural Changes	Net Revenues After Considering Items Impacting Comparability and Structural Changes (Non-GAAP)
Q3 2007	\$7,690	\$0	\$7,690	(\$257)	\$7,433
Q4 2007	\$7,331	\$0	\$7,331	(\$262)	\$7,069
Q1 2008	\$7,379	\$0	\$7,379	(\$170)	\$7,209
Total	\$22,400	\$0	\$22,400	(\$689)	\$21,711
Period	Reported Operating Income (GAAP)	Items Impacting Comparability	Operating Income After Considering Items Impacting Comparability (Non-GAAP)	Structural Changes	Operating Income After Considering Items Impacting Comparability and Structural Changes (Non-GAAP)
Q3 2007	\$1,829	\$84	\$1,913	(\$9)	\$1,904
Q4 2007	\$1,526	\$126	\$1,652	(\$33)	\$1,619
Q1 2008	\$1,874	\$85	\$1,959	(\$9)	\$1,950
Total	\$5,229	\$295	\$5,524	(\$51)	\$5,473
Period	Reported EPS (GAAP)	Items Impacting Comparability	EPS After Considering Items Impacting Comparability (Non-GAAP) (3)		
Q3 2007	\$0.71	\$0.00	\$0.71		
Q4 2007	\$0.52	\$0.07	\$0.58		
Q1 2008	\$0.64	\$0.03	\$0.67		
Total	\$1.87	\$0.10	\$1.96		

(1) Net revenues after considering items impacting comparability and structural changes for the nine months ended April 3, 2009 includes a negative currency impact of approximately 3%. Currency neutral net revenue growth after considering items impacting comparability and structural changes is 7%.

(2) Operating income after considering items impacting comparability and structural changes for the nine months ended April 3, 2009 includes a negative currency impact of approximately 5%. Currency neutral operating income growth after considering items impacting comparability and structural changes is 15%.

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