

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 June 29, 2007 and June 30, 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 June 29, 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)			
Net Operating Revenues	\$7,733					\$7,733	19	(2) 19
Cost of goods sold	2,736	(\$6)				2,730	30	29
Gross Profit	4,997	6				5,003	14	15
Selling, general and administrative expenses	2,685					2,685	17	17
Other operating charges	42	(42)				-	--	--
Operating Income (3)	2,270	48				2,318	11	12
Interest income	54					54	15	15
Interest expense	102					102	62	62
Equity income - net	190		\$89			279	(25)	21
Other income (loss) - net	(4)			\$1		(3)	--	--
Income Before Income Taxes	2,408	48	89	1		2,546	1	12
Income taxes	557	12	26	-	(\$30)	565	0	3
Net Income	\$1,851	\$36	\$63	\$1	\$30	\$1,981	1	14
Diluted Net Income Per Share	\$0.80	\$0.02	\$0.03	\$0.00	\$0.01	\$0.85	(4) 3	15
Average Shares Outstanding - Diluted	2,326	2,326	2,326	2,326	2,326	2,326		
Gross Margin	64.6%					64.7%		
Operating Margin	29.4%					30.0%		
Effective Tax Rate	23.1%					22.2%		

	Three Months Ended June 30, 2006					After Considering Items (Non-GAAP)	% Change - Reported (GAAP)	% Change - After Considering Items (Non-GAAP)
	Items Impacting Comparability							
	Reported (GAAP)	Asset Impairments/ Restructuring	Equity Investee	Transaction Gains	Certain Tax Matters (1)			
Net Operating Revenues	\$6,476					\$6,476		
Cost of goods sold	2,110					2,110		
Gross Profit	4,366					4,366		
Selling, general and administrative expenses	2,296					2,296		
Other operating charges	31	(\$31)				-		
Operating Income	2,039	31				2,070		
Interest income	47					47		
Interest expense	63					63		
Equity income - net	252		(\$21)			231		
Other income (loss) - net	116			(\$123)		(7)		
Income Before Income Taxes	2,391	31	(21)	(123)		2,278		
Income taxes	555	1	(2)	14	(\$22)	546		
Net Income	\$1,836	\$30	(\$19)	(\$137)	\$22	\$1,732		
Diluted Net Income Per Share	\$0.78	\$0.01	(\$0.01)	(\$0.06)	\$0.01	\$0.74	(4)	
Average Shares Outstanding - Diluted	2,352	2,352	2,352	2,352	2,352	2,352		
Gross Margin	67.4%					67.4%		
Operating Margin	31.5%					32.0%		
Effective Tax Rate	23.2%					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) Net operating revenues excluding structural changes:

	2007	2006	% Change
Reported net operating revenues	\$7,733	\$6,476	19%
Structural changes	(474)	--	--
Net operating revenues excluding structural changes	\$7,259	\$6,476	12%

(3) Operating income for the three months ended June 29, 2007 includes a positive currency impact of approximately 3%. Ongoing, currency neutral operating income growth is 9%.

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

