

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 June 30, 2006 and July 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 June 30, 2006						Three Months Ended July 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	Gain on Turkey IPO	Restructuring	Certain Tax Matters*			HFCS Lawsuit Settlement	Resolution of Tax Matters	Repatriation of Foreign Earnings	Equity Investee			
Net Operating Revenues	\$6,476					\$6,476	\$6,310					\$6,310	3	3
Cost of goods sold	2,110					2,110	2,146	\$42				2,188	(2)	(4)
Gross Profit	4,366					4,366	4,164	(42)				4,122	5	6
Selling, general and administrative expenses	2,296					2,296	2,192					2,192	5	5
Other operating charges	31			(\$31)		-	-					-	-	-
Operating Income**	2,039			31		2,070	1,972	(42)				1,930	3	7
Interest income	47					47	54					54	(13)	(13)
Interest expense	63					63	62					62	2	2
Equity income - net	252	(\$21)				231	267				(\$21)	246	(6)	(6)
Other income (loss) - net	116		(\$123)			(7)	(15)					(15)	-	-
Income Before Income Taxes	2,391	(21)	(123)	31		2,278	2,216	(42)			(21)	2,153	8	6
Income taxes	555	(2)	14	1	(\$22)	546	493	(16)	\$17	\$25	(2)	517	13	6
Net Income	\$1,836	(\$19)	(\$137)	\$30	\$22	\$1,732	\$1,723	(\$26)	(\$17)	(\$25)	(\$19)	\$1,636	7	6
Diluted Net Income Per Share	\$0.78	(\$0.01)	(\$0.06)	\$0.01	\$0.01	\$0.74	\$0.72	(\$0.01)	(\$0.01)	(\$0.01)	(\$0.01)	\$0.68	8	9
Average Shares Outstanding - Diluted	2,352	2,352	2,352	2,352	2,352	2,352	2,401	2,401	2,401	2,401	2,401	2,401		
Gross Margin	67.4%					67.4%	66.0%					65.3%		
Operating Margin	31.5%					32.0%	31.3%					30.6%		
Effective Tax Rate	23.2%					24.0%	22.2%					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.

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

** Operating Income for the three months ended June 30, 2006 includes a negative currency impact of approximately 1%. Ongoing, currency neutral operating income growth is 8%.

*** Per share amounts do not add due to rounding.

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 (UNAUDITED)

(In millions except per share data and percentages)

	Six Months Ended June 30, 2006						Six Months Ended July 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		Gain on Turkey IPO	Asset Impairments/Restructuring	Certain Tax Matters*	HFCs Lawsuit Settlement			Resolution of Tax Matters	Repatriation of Foreign Earnings	Issuances of Stock by Equity Investees	Accelerated Amortization of Stock-Based Compensation	Equity Investee					
Net Operating Revenues	\$11,702					\$11,702	\$11,516								\$11,516	2	2
Cost of goods sold	3,836					3,836	3,964	\$42							4,006	(3)	(4)
Gross Profit	7,866					7,866	7,552	(42)						7,510	4	5	
Selling, general and administrative expenses	4,356					4,356	4,221							4,171	3	4	
Other operating charges	76					-	-							-	--	--	
Operating Income**	3,434			76		3,510	3,331	(42)			50			3,339	3	5	
Interest income	117					117	114							114	3	3	
Interest expense	126					126	130							130	(3)	(3)	
Equity income - net	338	(\$12)				326	358							337	(6)	(3)	
Other income (loss) - net	103		(\$123)			(20)	(32)							(32)	--	--	
Gain on issuances of stock by equity investees	-					-	23				(\$23)			-	--	--	
Income Before Income Taxes	3,866	(12)	(123)	76		3,807	3,664	(42)			(23)		50	(21)	3,628	6	5
Income taxes	924	(1)	14	8	(\$32)	913	939	(16)	\$73	(\$127)	(8)	12	(2)	871	(2)	5	
Net Income	\$2,942	(\$11)	(\$137)	\$68	\$32	\$2,894	\$2,725	(\$26)	(\$73)	\$127	(\$15)	\$38	(\$19)	\$2,757	8	5	
Diluted Net Income Per Share	\$1.25	\$0.00	(\$0.06)	\$0.03	\$0.01	\$1.23	\$1.13	(\$0.01)	(\$0.03)	\$0.05	(\$0.01)	\$0.02	(\$0.01)	\$1.15	***	7	
Average Shares Outstanding - Diluted	2,359	2,359	2,359	2,359	2,359	2,359	2,405	2,405	2,405	2,405	2,405	2,405	2,405	2,405			
Gross Margin	67.2%					67.2%	65.6%							65.2%			
Operating Margin	29.3%					30.0%	28.9%							29.0%			
Effective Tax Rate	23.9%					24.0%	25.6%							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.

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

** Operating Income for the six months ended June 30, 2006 includes a negative currency impact of approximately 2%. Ongoing, currency neutral operating income growth is 7%.

*** 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 June 30, 2006			Three Months Ended July 1, 2005			% Favorable (Unfavorable) - Reported (GAAP)	% Favorable (Unfavorable) - After Considering Items (Non-GAAP)
	Reported (GAAP)	Items Impacting Comparability Restructuring	After Considering Items (Non-GAAP)	Reported (GAAP)	Items Impacting Comparability HFCS Lawsuit Settlement	After Considering Items (Non-GAAP)		
North America	\$493		\$493	\$460		\$460	7	7
Africa	87		87	75		75	16	16
East, South Asia and Pacific Rim	118	\$2	120	113		113	4	6
European Union	687	27	714	685		685	0	4
Latin America	346		346	299		299	16	16
North Asia, Eurasia and Middle East	498		498	532		532	(6)	(6)
Bottling Investments	87	2	89	53		53	64	68
Corporate	(277)		(277)	(245)	(\$42)	(287)	(13)	3
Consolidated	\$2,039	\$31	\$2,070	\$1,972	(\$42)	\$1,930	3	7

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	Six Months Ended June 30, 2006			Six Months Ended July 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 HFCS Lawsuit Settlement	Accelerated Amortization of Stock-Based Compensation			After Considering Items (Non-GAAP)
North America	\$881		\$881	\$773		\$12	\$785	14	12
Africa	190		190	165		3	168	15	13
East, South Asia and Pacific Rim	225	\$4	229	201		3	204	12	12
European Union	1,142	27	1,169	1,197		3	1,200	(5)	(3)
Latin America	695		695	576		4	580	21	20
North Asia, Eurasia and Middle East	815		815	941		3	944	(13)	(14)
Bottling Investments	30	45	75	(2)		-	(2)	*	*
Corporate	(544)		(544)	(520)	(\$42)	22	(540)	(5)	(1)
Consolidated	\$3,434	\$76	\$3,510	\$3,331	(\$42)	\$50	\$3,339	3	5

* Calculation is not meaningful