

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) 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%.

(3) 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, 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	89	6,792	8	2
Income taxes	1,818	(18)	\$101	(\$315)	(\$8)	12	2	4	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) 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%.

(3) 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)

	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 (1)			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						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		
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 and accounting changes positively impacting net income are reflected as deductions to reported net income.

(1) Primarily related to increases in reserves related to certain tax matters.

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 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 (1)	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					-	-					-	--	--
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					(7)	(15)					(15)	--	--
Income Before Income Taxes	2,391	(21)	(123)		31	2,278	2,216	(42)				2,153	8	6
Income taxes	555	(2)	14		1	546	493	(16)	\$17	\$25	(2)	517	13	6
Net Income	\$1,836	(\$19)	(\$137)		\$30	\$22	\$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	\$0.72	(\$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	2,401	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.

(1) Primarily related to increases in reserves related to certain tax matters.

(2) Operating income after considering items impacting comparability for the three months ended June 30, 2006 includes a negative currency impact of approximately 1%. Currency neutral operating income growth after considering items impacting comparability is 8%.

(3) 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)

	Three Months Ended September 29, 2006					Three Months Ended September 30, 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 Investees	Asset Impairments/ Restructuring	Certain Tax Matters (1)			Asset Write-downs	Resolution of Tax Matters	Equity Investee			
Net Operating Revenues	\$6,454				\$6,454	\$6,037				\$6,037	7	7
Cost of goods sold	2,265				2,265	2,235				2,235	1	1
Gross Profit	4,189				4,189	3,802				3,802	10	10
Selling, general and administrative expenses	2,488				2,488	2,225				2,225	12	12
Other operating charges	39		(\$39)		-	85	(\$85)			-	--	--
Operating Income	1,662		39		1,701	1,492	85			1,577	11	8
Interest income	35				35	49				49	(29)	(29)
Interest expense	47				47	49				49	(4)	(4)
Equity income - net	231	\$3			234	195	4		\$5	204	18	15
Other income (loss) - net	(55)				(55)	(34)				(34)	--	--
Income Before Income Taxes	1,826	3	39		1,868	1,653	89		5	1,747	10	7
Income taxes	366	1	12	\$41	420	370	4	\$18	-	392	(1)	7
Net Income	\$1,460	\$2	\$27	(\$41)	\$1,448	\$1,283	\$85	(\$18)	\$5	\$1,355	14	7
Diluted Net Income Per Share	\$0.62	\$0.00	\$0.01	(\$0.02)	\$0.62	\$0.54	\$0.04	(\$0.01)	\$0.00	\$0.57	15	9
Average Shares Outstanding - Diluted	2,343	2,343	2,343	2,343	2,343	2,385	2,385	2,385	2,385	2,385		
Gross Margin	64.9%				64.9%	63.0%				63.0%		
Operating Margin	25.8%				26.4%	24.7%				26.1%		
Effective Tax Rate	20.0%				22.5%	22.4%				22.5%		

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 the reversal of a tax valuation allowance.

(2) Net operating revenues excluding structural changes:

	2006	2005	% Change
Reported net operating revenues	\$6,454	\$6,037	7%
Structural changes	(123)	(239)	--
Net operating revenues excluding structural changes	\$6,331	\$5,798	9%

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

(4) Effective tax rate calculated on full figures.

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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)

	Three Months Ended December 31, 2006						% Change - Reported (GAAP)	% Change - After Considering Items (Non-GAAP)	
	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	\$5,932					\$5,932	7	7	
Cost of goods sold	2,063	(\$4)				2,059	3	3	
Gross Profit	3,869	4				3,873	9	9	
Selling, general and administrative expenses	2,587				(\$100)	2,487	(2)	13	
Other operating charges	70	(70)				-	--	--	
Operating Income	1,212	74		100		1,386	(4)	10	
Interest income	41					41	(43)	(43)	
Interest expense	47					47	(23)	(23)	
Equity income - net	(467)		\$615			148	--	(16)	
Other income (loss) - net	147			(\$175)		(28)	--	--	
Income Before Income Taxes	886	74	615	(175)	100	1,500	(35)	6	
Income taxes	208	10	57	(76)	38	\$37	274	(59)	(18)
Net Income	\$678	\$64	\$558	(\$99)	\$62	(\$37)	\$1,226	(22)	13
Diluted Net Income Per Share	\$0.29	\$0.03	\$0.24	(\$0.04)	\$0.03	(\$0.02)	\$0.52	(3)	(19)
Average Shares Outstanding - Diluted	2,341	2,341	2,341	2,341	2,341	2,341	2,341		
Gross Margin	65.2%					65.3%			
Operating Margin	20.4%					23.4%			
Effective Tax Rate	23.5%					18.2%	(4)		

	Three Months Ended December 31, 2005					After Considering Items (Non-GAAP)
	Reported (GAAP)	Items Impacting Comparability			Equity Investee	
		HFCS Settlement	Resolution of Tax Matters	Repatriation of Foreign Earnings		
Net Operating Revenues	\$5,551					\$5,551
Cost of goods sold	1,996	\$5				2,001
Gross Profit	3,555	(5)				3,550
Selling, general and administrative expenses	2,293					2,293
Operating Income	1,262	(5)				1,257
Interest income	72					72
Interest expense	61					61
Equity income - net	127				\$49	176
Other income (loss) - net	(27)					(27)
Income Before Income Taxes	1,373	(5)			49	1,417
Income taxes	509	(2)	\$10	(\$188)	4	333
Net Income	\$864	(\$3)	(\$10)	\$188	\$45	\$1,084
Diluted Net Income Per Share	\$0.36	\$0.00	\$0.00	\$0.08	\$0.02	\$0.46
Average Shares Outstanding - Diluted	2,375	2,375	2,375	2,375	2,375	2,375
Gross Margin	64.0%					64.0%
Operating Margin	22.7%					22.6%
Effective Tax Rate	37.1%					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 matters.

(2) Selling, general and administrative expenses excluding items impacting comparability and structural changes:

	2006	2005	% Change
Reported selling, general and administrative expenses	\$2,587	\$2,293	13%
Donation to The Coca-Cola Foundation	(100)		--
Structural changes	(63)		--
Selling, general and administrative expenses excluding items impacting comparability and structural changes	\$2,424	\$2,293	6%

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

(4) Effective tax rate calculated on full figures.

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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, 2006							% Change - Reported (GAAP)	% Change - After Considering Items (Non-GAAP)
	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	4 (2)	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 (4)
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								After Considering Items (Non-GAAP)
	Reported (GAAP)	Items Impacting Comparability							
		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 (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 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:

	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) 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%.

(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 Table below for supplemental financial data and corresponding reconciliations to GAAP financial measures for the three months ended March 30, 2007 and March 31, 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 March 30, 2007					After Considering Items (Non-GAAP)	% Change - Reported (GAAP)	% Change - After Considering Items (Non-GAAP)
	Items Impacting Comparability				After Considering Items (Non-GAAP)			
	Reported (GAAP)	Asset Impairments/ Restructuring	Equity Investees	Gains on Sales of Assets				
Net Operating Revenues	\$6,103					\$6,103	17	17
Cost of goods sold	2,145	(\$4)				2,141	24	24
Gross Profit	3,958	4				3,962	13	13
Selling, general and administrative expenses	2,325					2,325	13	13
Other operating charges	6	(6)				-	--	--
Operating Income	1,627	10				1,637	17	14 (2)
Interest income	37					37	(47)	(47)
Interest expense	71					71	13	13
Equity income - net	20		\$73			93	(77)	(2)
Other income (loss) - net	116			(\$137)		(21)	--	--
Income Before Income Taxes	1,729	10	73	(137)		1,675	17	10
Income taxes	467	2	-	(73)	(\$11)	385	27	5
Net Income	\$1,262	\$8	\$73	(\$64)	\$11	\$1,290	14	11
Diluted Net Income Per Share	\$0.54	\$0.00	\$0.03	(\$0.03)	\$0.00	\$0.56 (3)	15	14
Average Shares Outstanding - Diluted	2,321	2,321	2,321	2,321	2,321	2,321		
Gross Margin	64.9%					64.9%		
Operating Margin	26.7%					26.8%		
Effective Tax Rate	27.0%					23.0%		

	Three Months Ended March 31, 2006				After Considering Items (Non-GAAP)
	Items Impacting Comparability			After Considering Items (Non-GAAP)	
	Reported (GAAP)	Asset Impairments/ Restructuring	Equity Investee		
Net Operating Revenues	\$5,226				\$5,226
Cost of goods sold	1,726				1,726
Gross Profit	3,500				3,500
Selling, general and administrative expenses	2,060				2,060
Other operating charges	45	(\$45)			-
Operating Income	1,395	45			1,440
Interest income	70				70
Interest expense	63				63
Equity income - net	86		\$9		95
Other income (loss) - net	(13)				(13)
Income Before Income Taxes	1,475	45	9		1,529
Income taxes	369	7	1	(\$10)	367
Net Income	\$1,106	\$38	\$8	\$10	\$1,162
Diluted Net Income Per Share	\$0.47	\$0.02	\$0.00	\$0.00	\$0.49
Average Shares Outstanding - Diluted	2,366	2,366	2,366	2,366	2,366
Gross Margin	67.0%				67.0%
Operating Margin	26.7%				27.6%
Effective Tax Rate	25.0%				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) Operating income after considering items impacting comparability for the three months ended March 30, 2007 includes a positive currency impact of approximately 3%. Currency neutral operating income growth after considering items impacting comparability is 11%.

(3) 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 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					% 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					19	19
Cost of goods sold	2,736	(\$6)				30	29
Gross Profit	4,997	6				14	15
Selling, general and administrative expenses	2,685					17	17
Other operating charges	42	(42)				-	-
Operating Income	2,270	48				11	12
Interest income	54					15	15
Interest expense	102					62	62
Equity income - net	190		\$89			(25)	21
Other income (loss) - net	(4)			\$1		-	-
Income Before Income Taxes	2,408	48	89	1		1	12
Income taxes	557	12	26		(\$30)	0	3
Net Income	\$1,851	\$36	\$63	\$1	\$30	1	14
Diluted Net Income Per Share	\$0.80	\$0.02	\$0.03	\$0.00	\$0.01	3	15
Average Shares Outstanding - Diluted	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					% 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						
Cost of goods sold	2,110						
Gross Profit	4,366						
Selling, general and administrative expenses	2,296						
Other operating charges	31	(\$31)					
Operating Income	2,039	31					
Interest income	47						
Interest expense	63						
Equity income - net	252		(\$21)				
Other income (loss) - net	116			(\$123)			
Income Before Income Taxes	2,391	31	(21)	(123)			
Income taxes	555	1	(2)	14	(\$22)		
Net Income	\$1,836	\$30	(\$19)	(\$137)	\$22		
Diluted Net Income Per Share	\$0.78	\$0.01	(\$0.01)	(\$0.06)	\$0.01		
Average Shares Outstanding - Diluted	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 after considering items impacting comparability for the three months ended June 29, 2007 includes a positive currency impact of approximately 3%. Currency neutral operating income growth after considering items impacting comparability is 9%.

(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 Tables below for supplemental financial data and corresponding reconciliations to GAAP financial measures for the three months ended September 28, 2007 and September 29, 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 September 28, 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	Gain on Sale of Assets	Certain Tax Matters			
Net Operating Revenues	\$7,690					\$7,690	19	19
Cost of goods sold	2,884	(\$3)				2,881	27	27
Gross Profit	4,806	3				4,809	15	15
Selling, general and administrative expenses	2,896					2,896	16	16
Other operating charges	81	(81)				-	--	--
Operating Income	1,829	84				1,913	10	12
Interest income	59					59	69	69
Interest expense	127					127	170	170
Equity income - net	287		(\$21)			266	24	14
Other income (loss) - net	65			(\$73)		(8)	--	--
Income Before Income Taxes	2,113	84	(21)	(73)		2,103	16	13
Income taxes	459	16	(7)	(31)	\$4	441	25	5
Net Income	\$1,654	\$68	(\$14)	(\$42)	(\$4)	\$1,662	13	15
Diluted Net Income Per Share	\$0.71	\$0.03	(\$0.01)	(\$0.02)	\$0.00	\$0.71	15	15
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%		

	Three Months Ended September 29, 2006					% Change (4)
	Reported (GAAP)	Items Impacting Comparability			After Considering Items (Non-GAAP)	
		Asset Impairments/ Restructuring	Equity Investee	Certain Tax Matters (3)		
Net Operating Revenues	\$6,454					\$6,454
Cost of goods sold	2,265					2,265
Gross Profit	4,189					4,189
Selling, general and administrative expenses	2,488					2,488
Other operating charges	39	(\$39)				-
Operating Income	1,662	39				1,701
Interest income	35					35
Interest expense	47					47
Equity income - net	231		\$3			234
Other income (loss) - net	(55)					(55)
Income Before Income Taxes	1,826	39	3			1,868
Income taxes	366	12	1	\$41		420
Net Income	\$1,460	\$27	\$2	(\$41)		\$1,448
Diluted Net Income Per Share	\$0.62	\$0.01	\$0.00	(\$0.02)		\$0.62
Average Shares Outstanding - Diluted	2,343	2,343	2,343	2,343		2,343
Gross Margin	64.9%					64.9%
Operating Margin	25.8%					26.4%
Effective Tax Rate	20.0%					22.5%

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) Net operating revenues excluding structural changes:

	2007	2006	% Change
Reported net operating revenues	\$7,690	\$6,454	19%
Structural changes	(527)	--	--
Net operating revenues excluding structural changes	\$7,163	\$6,454	11%

(2) Operating income after considering items impacting comparability for the three months ended September 28, 2007 includes a positive currency impact of approximately 3%. Currency neutral operating income growth after considering items impacting comparability is 9%.

(3) Primarily due to changes in reserves related to certain tax matters.

(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 Tables below for supplemental financial data and corresponding reconciliations to GAAP financial measures for the three months ended December 31, 2007 and December 31, 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
(JUNAUDITED)
(In millions except per share data)

	Three Months Ended December 31, 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	Gain on Sale of Assets	Certain Tax Matters (1)			
Net Operating Revenues	\$7,331					\$7,331	24	24
Cost of goods sold	2,641	(\$1)				2,640	28	28
Gross Profit	4,690	1				4,691	21	21
Selling, general and administrative expenses	3,039					3,039	17	22
Other operating charges	125	(125)				-	--	--
Operating Income	1,526	126				1,652	26	19 (2)
Interest income	86					86	110	110
Interest expense	156					156	232	232
Equity income - net	171		\$9			180	--	22
Other income (loss) - net	(4)			(\$18)		(22)	--	--
Income Before Income Taxes	1,623	126	9	(18)		1,740	83	16
Income taxes	409	19	2	(7)	(\$40)	383	97	40
Net Income	\$1,214	\$107	\$7	(\$11)	\$40	\$1,357	79	11
Diluted Net Income Per Share	\$0.52	\$0.05	\$0.00	\$0.00	\$0.02	\$0.58 (3)	79	12
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%		

	Three Months Ended December 31, 2006						After Considering Items (Non-GAAP)
	Items Impacting Comparability						
	Reported (GAAP)	Asset Impairments/ Restructuring	Equity Investees	Transaction Gains	Foundation Donation	Certain Tax Matters (1)	
Net Operating Revenues	\$5,932						\$5,932
Cost of goods sold	2,063	(\$4)					2,059
Gross Profit	3,869	4					3,873
Selling, general and administrative expenses	2,587				(\$100)		2,487
Other operating charges	70	(70)					-
Operating Income	1,212	74			100		1,386
Interest income	41						41
Interest expense	47						47
Equity income - net	(467)		\$615				148
Other income (loss) - net	147			(\$175)			(28)
Income Before Income Taxes	886	74	615	(175)	100		1,500
Income taxes	208	10	57	(76)	38	\$37	274
Net Income	\$678	\$64	\$558	(\$99)	\$62	(\$37)	\$1,226
Diluted Net Income Per Share	\$0.29	\$0.03	\$0.24	(\$0.04)	\$0.03	(\$0.02)	\$0.52 (3)
Average Shares Outstanding - Diluted	2,341	2,341	2,341	2,341	2,341	2,341	2,341
Gross Margin	65.2%						65.3%
Operating Margin	20.4%						23.4%
Effective Tax Rate	23.5%						18.2% (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) Operating income after considering items impacting comparability for the three months ended December 31, 2007 includes a positive currency impact of approximately 9%. Currency neutral operating income growth after considering items impacting comparability is 10%.

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

(4) Effective tax rate calculated on full figures.

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, 2007 and December 31, 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)

	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
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 (3)
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) 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%.

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 March 28, 2008 and March 30, 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 March 28, 2008					% Change - Reported (GAAP)	% Change - After Considering Items (Non-GAAP)
	Reported (GAAP)	Items Impacting Comparability			After Considering Items (Non-GAAP)		
		Asset Impairments/ Restructuring	Equity Investees	Certain Tax Matters (1)			
Net Operating Revenues	\$7,379				\$7,379	21	21
Cost of goods sold	2,624				2,624	22	23
Gross Profit	4,755				4,755	20	20
Selling, general and administrative expenses	2,803				2,803	21	21
Other operating charges	78	(\$78)			-	--	--
Operating Income	1,874	78			1,952	15	19
Interest income	65				65	76	76
Interest expense	117				117	65	65
Equity income - net	137		(\$5)		132	585	42
Other income (loss) - net	(11)				(11)	--	--
Income Before Income Taxes	1,948	78	(5)		2,021	13	21
Income taxes	448	13	(14)	(\$2)	445	(4)	16
Net Income	\$1,500	\$65	\$9	\$2	\$1,576	19	22
Diluted Net Income Per Share	\$0.64	\$0.03	\$0.00	\$0.00	\$0.67	19	20
Average Shares Outstanding - Diluted	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	23.0%				22.0%		

	Three Months Ended March 30, 2007					After Considering Items (Non-GAAP)
	Reported (GAAP)	Items Impacting Comparability			Gains on Sales of Assets	
		Asset Impairments/ Restructuring	Equity Investees	Certain Tax Matters (1)		
Net Operating Revenues	\$6,103					\$6,103
Cost of goods sold	2,145	(\$4)				2,141
Gross Profit	3,958	4				3,962
Selling, general and administrative expenses	2,325					2,325
Other operating charges	6	(6)				-
Operating Income	1,627	10				1,637
Interest income	37					37
Interest expense	71					71
Equity income - net	20		\$73			93
Other income (loss) - net	116			(\$137)		(21)
Income Before Income Taxes	1,729	10	73	(137)		1,675
Income taxes	467	2	-	(73)	(\$11)	385
Net Income	\$1,262	\$8	\$73	(\$64)	\$11	\$1,290
Diluted Net Income Per Share	\$0.54	\$0.00	\$0.03	(\$0.03)	\$0.00	\$0.56
Average Shares Outstanding - Diluted	2,321	2,321	2,321	2,321	2,321	2,321
Gross Margin	64.9%					64.9%
Operating Margin	26.7%					26.8%
Effective Tax Rate	27.0%					23.0%

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	\$7,379	\$6,103	21%
Structural changes	(421)	(129)	--
Net operating revenues excluding structural changes	\$6,958	\$5,974	16%

(3) Operating income after considering items impacting comparability for the three months ended March 28, 2008 includes a positive currency impact of approximately 11%. Currency neutral operating income growth after considering items impacting comparability is 8%.

(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 Tables below for supplemental financial data and corresponding reconciliations to GAAP financial measures for the three months ended June 27, 2008 and June 29, 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 June 27, 2008					After Considering Items (Non-GAAP)	% Change - Reported (GAAP)	% Change - After Considering Items (Non-GAAP)
	Items Impacting Comparability							
	Reported (GAAP)	Asset Impairments/ Restructuring	Equity Investees	Transaction Gains	Certain Tax Matters (1)			
Net Operating Revenues	\$9,046					\$9,046	17	17
Cost of goods sold	3,162					3,162	16	16
Gross Profit	5,884					5,884	18	18
Selling, general and administrative expenses	3,108					3,108	16	16
Other operating charges	97	(\$97)				-	-	-
Operating Income	2,679	97				2,776	18	20
Interest income	69					69	28	28
Interest expense	89					89	(13)	(13)
Equity income - net	(843)		\$1,132			289	-	4
Other income (loss) - net	80			(\$102)		(22)	-	-
Income Before Income Taxes	1,896	97	1,132	(102)		3,023	(21)	19
Income taxes	474	22	230	(32)	(\$29)	665	(15)	18
Net Income	\$1,422	\$75	\$902	(\$70)	\$29	\$2,358	(23)	19
Diluted Net Income Per Share	\$0.61	\$0.03	\$0.38	(\$0.03)	\$0.01	\$1.01	(24)	19
Average Shares Outstanding - Diluted	2,343	2,343	2,343	2,343	2,343	2,343		
Gross Margin	65.0%					65.0%		
Operating Margin	29.6%					30.7%		
Effective Tax Rate	25.0%					22.0%		

	Three Months Ended June 29, 2007					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
Cost of goods sold	2,736	(\$6)				2,730
Gross Profit	4,997	6				5,003
Selling, general and administrative expenses	2,685					2,685
Other operating charges	42	(42)				-
Operating Income	2,270	48				2,318
Interest income	54					54
Interest expense	102					102
Equity income - net	190		\$89			279
Other income (loss) - net	(4)			\$1		(3)
Income Before Income Taxes	2,408	48	89	1		2,546
Income taxes	557	12	26	-	(\$30)	565
Net Income	\$1,851	\$36	\$63	\$1	\$30	\$1,981
Diluted Net Income Per Share	\$0.80	\$0.02	\$0.03	\$0.00	\$0.01	\$0.85
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%

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	\$9,046	\$7,733	17%
Structural changes	(325)	(168)	--
Net operating revenues excluding structural changes	\$8,721	\$7,565	15%

(3) Operating income after considering items impacting comparability for the three months ended June 27, 2008 includes a positive currency impact of approximately 11%. Currency neutral operating income growth after considering items impacting comparability is 9%.

(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 Tables below for supplemental financial data and corresponding reconciliations to GAAP financial measures for the six months ended June 27, 2008 and June 29, 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)

	Six Months Ended June 27, 2008					After Considering Items (Non-GAAP)	% Change - Reported (GAAP)	% Change - After Considering Items (Non-GAAP)
	Items Impacting Comparability							
	Reported (GAAP)	Asset Impairments/ Restructuring	Equity Investees	Transaction Gains	Certain Tax Matters (1)			
Net Operating Revenues	\$16,425					\$16,425	19	19
Cost of goods sold	5,786					5,786	19	19
Gross Profit	10,639					10,639	19	19
Selling, general and administrative expenses	5,911					5,911	18	18
Other operating charges	175	(\$175)				-	-	-
Operating Income	4,553	175				4,728	17	20
Interest income	134					134	47	47
Interest expense	206					206	19	19
Equity income - net	(706)		\$1,127			421	-	13
Other income (loss) - net	69			(\$102)		(33)	-	-
Income Before Income Taxes	3,844	175	1,127	(102)		5,044	(7)	19
Income taxes	922	35	216	(32)	(\$31)	1,110	(10)	17
Net Income	\$2,922	\$140	\$911	(\$70)	\$31	\$3,934	(6)	20
Diluted Net Income Per Share	\$1.24	\$0.06	\$0.39	(\$0.03)	\$0.01	\$1.67	(7)	18
Average Shares Outstanding - Diluted	2,349	2,349	2,349	2,349	2,349	2,349		
Gross Margin	64.8%					64.8%		
Operating Margin	27.7%					28.8%		
Effective Tax Rate	24.0%					22.0%		

	Six Months Ended June 29, 2007					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	\$13,836					\$13,836
Cost of goods sold	4,881	(\$10)				4,871
Gross Profit	8,955	10				8,965
Selling, general and administrative expenses	5,010					5,010
Other operating charges	48	(48)				-
Operating Income	3,897	58				3,955
Interest income	91					91
Interest expense	173					173
Equity income - net	210		\$162			372
Other income (loss) - net	112			(\$136)		(24)
Income Before Income Taxes	4,137	58	162	(136)		4,221
Income taxes	1,024	14	26	(73)	(\$41)	950
Net Income	\$3,113	\$44	\$136	(\$63)	\$41	\$3,271
Diluted Net Income Per Share	\$1.34	\$0.02	\$0.06	(\$0.03)	\$0.02	\$1.41
Average Shares Outstanding - Diluted	2,324	2,324	2,324	2,324	2,324	2,324
Gross Margin	64.7%					64.8%
Operating Margin	28.2%					28.6%
Effective Tax Rate	24.8%					22.5%

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 matters.

(2) Net operating revenues excluding structural changes:

	2008	2007	% Change
Reported net operating revenues	\$16,425	\$13,836	19%
Structural changes	(746)	(297)	--
Net operating revenues excluding structural changes	\$15,679	\$13,539	16%

Net operating revenues after considering items impacting comparability and structural changes for the six months ended June 27, 2008 includes a positive currency impact of approximately 9%. Currency neutral net operating revenues after considering items impacting comparability and structural changes is 7%.

(3) Operating income after considering items impacting comparability for the six months ended June 27, 2008 includes a positive currency impact of approximately 11%. Currency neutral operating income growth after considering items impacting comparability is 9%.

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 year ended 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 to Non-GAAP Financial Measures
Operating Income (Loss) by Segment
(UNAUDITED)
(In millions)

	Year Ended December 31, 2007		
	Reported (GAAP)	Items Impacting Comparability Asset Impairments/ Restructuring	After Considering Items (Non-GAAP)
Eurasia & Africa	\$667	\$37	\$704
Europe	2,775	33	2,808
Latin America	1,749	4	1,753
North America	1,696	23	1,719
Pacific	1,699	3	1,702
Bottling Investments	153	47	200
Corporate	(1,487)	121	(1,366)
Consolidated	\$7,252	\$268	\$7,520
Less Corporate	1,487	(121)	1,366
Total Excluding Corporate	\$8,739	\$147	\$8,886
Less North America	(1,696)	(23)	(1,719)
International (Total Excluding Corporate and North America)	\$7,043	\$124	\$7,167
International as a % of Total Excluding Corporate			81%

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, 2007 and the six months ended June 27, 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, Operating Income (Loss) and Operating Margin
(UNAUDITED)
(In millions)

		Year Ended December 31, 2004			Year Ended December 31, 2004			
		Net Operating Revenues			Operating Income (Loss)			Operating Margin
		Reported (GAAP)	Items Impacting Comparability	After Considering Items (Non-GAAP)	Reported (GAAP)	Items Impacting Comparability	After Considering Items (Non-GAAP)	After Considering Items Impacting Comparability
Consolidated		\$21,742	\$0	\$21,742	\$5,698	\$480	\$6,178	28.4%
Bottling Investments		\$3,975	\$0	\$3,975	(\$454)	\$405	(\$49)	-1.2%
Core		\$17,767	\$0	\$17,767	\$6,152	\$75	\$6,227	35.0%
		Year Ended December 31, 2005			Year Ended December 31, 2005			
		Net Operating Revenues			Operating Income (Loss)			Operating Margin
		Reported (GAAP)	Items Impacting Comparability	After Considering Items (Non-GAAP)	Reported (GAAP)	Items Impacting Comparability	After Considering Items (Non-GAAP)	After Considering Items Impacting Comparability
Consolidated		\$23,104	\$0	\$23,104	\$6,085	\$88	\$6,173	26.7%
Bottling Investments		\$4,106	\$0	\$4,106	(\$37)	\$0	(\$37)	-0.9%
Core		\$18,998	\$0	\$18,998	\$6,122	\$88	\$6,210	32.7%
		Year Ended December 31, 2006			Year Ended December 31, 2006			
		Net Operating Revenues			Operating Income (Loss)			Operating Margin
		Reported (GAAP)	Items Impacting Comparability	After Considering Items (Non-GAAP)	Reported (GAAP)	Items Impacting Comparability	After Considering Items (Non-GAAP)	After Considering Items Impacting Comparability
Consolidated		\$24,088	\$0	\$24,088	\$6,308	\$289	\$6,597	27.4%
Bottling Investments		\$4,954	\$0	\$4,954	\$18	\$87	\$105	2.1%
Core		\$19,134	\$0	\$19,134	\$6,290	\$202	\$6,492	33.9%
		Year Ended December 31, 2007			Year Ended December 31, 2007			
		Net Operating Revenues			Operating Income (Loss)			Operating Margin
		Reported (GAAP)	Items Impacting Comparability	After Considering Items (Non-GAAP)	Reported (GAAP)	Items Impacting Comparability	After Considering Items (Non-GAAP)	After Considering Items Impacting Comparability
Consolidated		\$28,857	\$0	\$28,857	\$7,252	\$268	\$7,520	26.1%
Bottling Investments		\$7,570	\$0	\$7,570	\$153	\$47	\$200	2.6%
Core		\$21,287	\$0	\$21,287	\$7,099	\$221	\$7,320	34.4%
		Six Months Ended June 27, 2008			Six Months Ended June 27, 2008			
		Net Operating Revenues			Operating Income (Loss)			Operating Margin
		Reported (GAAP)	Items Impacting Comparability	After Considering Items (Non-GAAP)	Reported (GAAP)	Items Impacting Comparability	After Considering Items (Non-GAAP)	After Considering Items Impacting Comparability
Consolidated		\$16,425	\$0	\$16,425	\$4,553	\$175	\$4,728	28.8%
Bottling Investments		\$4,675	\$0	\$4,675	\$173	\$5	\$178	3.8%
Core		\$11,750	\$0	\$11,750	\$4,380	\$170	\$4,550	38.7%

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, 2007 and the six months ended June 29, 2007 and June 27, 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
Consolidated Operating Expense Leverage
(UNAUDITED)
(In millions)

	<u>2006</u>	<u>2005</u>	<u>% Change</u>		<u>2006</u>	<u>2005</u>	<u>% Change</u>
Reported Gross Profit	\$15,924	\$14,909	7%	Reported Operating Income	\$6,308	\$6,085	4%
Items impacting comparability	\$4	(\$47)		Items impacting comparability	\$289	\$88	
Gross Profit after considering items impacting comparability	\$15,928	\$14,862	7%	Operating Income after considering items impacting comparability	\$6,597	\$6,173	7%
Structural changes	(\$158)	(\$40)		Structural changes	(\$28)	(\$40)	
Gross Profit after considering items impacting comparability and structural changes	\$15,770	\$14,822	6%	Operating Income after considering items impacting comparability and structural changes	\$6,569	\$6,133	7%

Gross profit 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 gross profit after considering items impacting comparability and structural changes is 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 after considering items impacting comparability and structural changes is 8%.

	<u>2007</u>	<u>2006</u>	<u>% Change</u>		<u>2007</u>	<u>2006</u>	<u>% Change</u>
Reported Gross Profit	\$18,451	\$15,924	16%	Reported Operating Income	\$7,252	\$6,308	15%
Items impacting comparability	\$14	\$4		Items impacting comparability	\$268	\$289	
Gross Profit after considering items impacting comparability	\$18,465	\$15,928	16%	Operating Income after considering items impacting comparability	\$7,520	\$6,597	14%
Structural changes	(\$569)	\$0		Structural changes	(\$28)	\$0	
Gross Profit after considering items impacting comparability and structural changes	\$17,896	\$15,928	12%	Operating Income after considering items impacting comparability and structural changes	\$7,492	\$6,597	14%

Gross profit after considering items impacting comparability and structural changes for the year ended December 31, 2007 includes a positive currency impact of approximately 4%.

Currency neutral gross profit after considering items impacting comparability and structural changes is 8%.

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 after considering items impacting comparability and structural changes is 9%.

	<u>June YTD 2008</u>	<u>June YTD 2007</u>	<u>% Change</u>		<u>June YTD 2008</u>	<u>June YTD 2007</u>	<u>% Change</u>
Reported Gross Profit	\$10,639	\$8,955	19%	Reported Operating Income	\$4,553	\$3,897	17%
Items impacting comparability	\$0	\$10		Items impacting comparability	\$175	\$58	
Gross Profit after considering items impacting comparability	\$10,639	\$8,965	19%	Operating Income after considering items impacting comparability	\$4,728	\$3,955	20%
Structural changes	(\$271)	(\$34)		Structural changes	(\$19)	(\$25)	
Gross Profit after considering items impacting comparability and structural changes	\$10,368	\$8,931	16%	Operating Income after considering items impacting comparability and structural changes	\$4,709	\$3,930	20%

Gross profit after considering items impacting comparability and structural changes for the six months ended June 27, 2008 includes a positive currency impact of approximately 9%.

Currency neutral gross profit after considering items impacting comparability and structural changes is 7%.

Operating income after considering items impacting comparability and structural changes for the six months ended June 27, 2008 includes a positive currency impact of approximately 11%.

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

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, 2007 and the six months ended June 29, 2007 and June 27, 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
Core Operating Expense Leverage*
(UNAUDITED)
(In millions)

	2006	2005	% Change		2006	2005	% Change
Reported Gross Profit (Consolidated)	\$15,924	\$14,909	7%	Reported Operating Income (Consolidated)	\$6,308	\$6,085	4%
Items impacting comparability	\$4	(\$47)		Items impacting comparability	\$289	\$88	
Gross Profit after considering items impacting comparability	\$15,928	\$14,862	7%	Operating Income after considering items impacting comparability	\$6,597	\$6,173	7%
Bottling Investments Gross Profit after considering items impacting comparability	(\$1,697)	(\$1,322)		Bottling Investments Operating Income after considering items impacting comparability	(\$105)	\$37	
Structural changes (Core)	\$0	(\$40)		Structural changes (Core)	\$0	(\$40)	
Core Gross Profit after considering items impacting comparability, Bottling Investments and structural changes	\$14,231	\$13,500	5%	Core Operating Income after considering items impacting comparability, Bottling Investments and structural changes	\$6,492	\$6,170	5%
<p>Core Gross Profit after considering items impacting comparability, Bottling Investments and structural changes for the year ended December 31, 2006 includes a negative currency impact of approximately 1%. Currency neutral Core Gross Profit after considering items impacting comparability, Bottling Investments and structural changes is 6%. Core Operating Income after considering items impacting comparability, Bottling Investments and structural changes for the year ended December 31, 2006 includes a negative currency impact of approximately 1%. Currency neutral Core Operating Income after considering items impacting comparability, Bottling Investments and structural changes is 6%.</p>							
	2007	2006	% Change		2007	2006	% Change
Reported Gross Profit (Consolidated)	\$18,451	\$15,924	16%	Reported Operating Income (Consolidated)	\$7,252	\$6,308	15%
Items impacting comparability	\$14	\$4		Items impacting comparability	\$268	\$289	
Gross Profit after considering items impacting comparability	\$18,465	\$15,928	16%	Operating Income after considering items impacting comparability	\$7,520	\$6,597	14%
Bottling Investments Gross Profit after considering items impacting comparability	(\$2,607)	(\$1,697)		Bottling Investments Operating Income after considering items impacting comparability	(\$200)	(\$105)	
Structural changes (Core)	\$0	\$0		Structural changes (Core)	\$0	\$0	
Core Gross Profit after considering items impacting comparability, Bottling Investments and structural changes	\$15,858	\$14,231	11%	Core Operating Income after considering items impacting comparability, Bottling Investments and structural changes	\$7,320	\$6,492	13%
<p>Core Gross Profit after considering items impacting comparability, Bottling Investments and structural changes for the year ended December 31, 2007 includes a negative currency impact of approximately 3%. Currency neutral Core Gross Profit after considering items impacting comparability, Bottling Investments and structural changes is 8%. Core Operating Income after considering items impacting comparability, Bottling Investments and structural changes for the year ended December 31, 2007 includes a negative currency impact of approximately 4%. Currency neutral Core Operating Income after considering items impacting comparability, Bottling Investments and structural changes is 9%.</p>							
	June YTD 2008	June YTD 2007	% Change		June YTD 2008	June YTD 2007	% Change
Reported Gross Profit (Consolidated)	\$10,639	\$8,955	19%	Reported Operating Income (Consolidated)	\$4,553	\$3,897	17%
Items impacting comparability	\$0	\$10		Items impacting comparability	\$175	\$58	
Gross Profit after considering items impacting comparability	\$10,639	\$8,965	19%	Operating Income after considering items impacting comparability	\$4,728	\$3,955	20%
Bottling Investments Gross Profit after considering items impacting comparability	(\$1,712)	(\$1,172)		Bottling Investments Operating Income after considering items impacting comparability	(\$178)	(\$102)	
Structural changes (Core)	\$0	(\$25)		Structural changes (Core)	\$0	(\$16)	
Core Gross Profit after considering items impacting comparability, Bottling Investments and structural changes	\$8,927	\$7,768	15%	Core Operating Income after considering items impacting comparability, Bottling Investments and structural changes	\$4,550	\$3,837	19%
<p>Core Gross Profit after considering items impacting comparability, Bottling Investments and structural changes for the six months ended June 27, 2008 includes a positive currency impact of approximately 9%. Currency neutral Core Gross Profit after considering items impacting comparability, Bottling Investments and structural changes is 6%. Core Operating Income after considering items impacting comparability, Bottling Investments and structural changes for the six months ended June 27, 2008 includes a positive currency impact of approximately 11%. Currency neutral Core Operating Income after considering items impacting comparability, Bottling Investments and structural changes is 8%.</p>							

*Core = Consolidated results less Bottling Investments operating segment

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, 2007 and the six months ended June 27, 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, 2004				
	Reported (GAAP)	Items Impacting Comparability	After Considering Items (Non-GAAP)	% of Net Revenue After Considering Items Impacting Comparability
Net Operating Revenues	\$21,742	\$0	\$21,742	
Selling and Advertising Expenses	\$5,196	\$0	\$5,196	23.9%
General and Administrative Expenses	\$2,694	\$0	\$2,694	12.4%
Total SG&A Expenses	\$7,890	\$0	\$7,890	36.3%

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%

Six Months Ended June 27, 2008				
	Reported (GAAP)	Items Impacting Comparability	After Considering Items (Non-GAAP)	% of Net Revenue After Considering Items Impacting Comparability
Net Operating Revenues	\$16,425	\$0	\$16,425	
Selling and Advertising Expenses	\$4,427	\$0	\$4,427	27.0%
General and Administrative Expenses	\$1,484	\$0	\$1,484	9.0%
Total SG&A Expenses	\$5,911	\$0	\$5,911	36.0%

(1) Accelerated Amortization of Stock-Based Compensation
(2) Foundation Donation