

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 September 29, 2006 and September 30, 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 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			
<b>Net Operating Revenues</b>	\$6,454				\$6,454	\$6,037				\$6,037	7 (2)	7
Cost of goods sold	2,265				2,265	2,235				2,235	1	1
<b>Gross Profit</b>	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)			-	--	--
<b>Operating Income</b>	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)	--	--
<b>Income Before Income Taxes</b>	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
<b>Net Income</b>	\$1,460	\$2	\$27	(\$41)	\$1,448	\$1,283	\$85	(\$18)	\$5	\$1,355	14	7
<b>Diluted Net Income Per Share</b>	\$0.62	\$0.00	\$0.01	(\$0.02)	\$0.62 (3)	\$0.54	\$0.04	(\$0.01)	\$0.00	\$0.57	15	9
<b>Average Shares Outstanding - Diluted</b>	2,343	2,343	2,343	2,343	2,343	2,385	2,385	2,385	2,385	2,385		
<b>Gross Margin</b>	64.9%				64.9%	63.0%				63.0%		
<b>Operating Margin</b>	25.8%				26.4%	24.7%				26.1%		
<b>Effective Tax Rate</b>	20.0%				22.5%	22.4%				22.5% (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 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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	Nine Months Ended September 29, 2006					Nine 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	Gain on Turkey IPO	Asset Impairments/Restructuring	Certain Tax Matters (1)			HFCS Lawsuit Settlement	Resolution of Tax Matters	Repatriation of Foreign Earnings	Issuances of Stock by Equity Investees	Accelerated Amortization of Stock-Based Compensation				Asset Write-downs	Equity Investee	
<b>Net Operating Revenues</b>	\$18,156					\$18,156	\$17,553							\$17,553	3	3		
Cost of goods sold	6,101					6,101	6,199	\$42						6,241	(2)	(2)		
<b>Gross Profit</b>	<b>12,055</b>					<b>12,055</b>	<b>11,354</b>	<b>(42)</b>						<b>11,312</b>	<b>6</b>	<b>7</b>		
Selling, general and administrative expenses	6,844					6,844	6,446							6,396	6	7		
Other operating charges	115			(\$115)		-	85						(85)	-	--	--		
<b>Operating Income**</b>	<b>5,096</b>			<b>115</b>		<b>5,211</b>	<b>4,823</b>	<b>(42)</b>				<b>50</b>	<b>85</b>	<b>4,916</b>	<b>6</b>	<b>6</b>		
Interest income	152					152	163							163	(7)	(7)		
Interest expense	173					173	179							179	(3)	(3)		
Equity income - net	569	(\$9)				560	553							541	3	4		
Other income (loss) - net	48			(\$123)		(75)	(66)							(66)	--	--		
Gain on issuances of stock by equity investees	-					-	23						(\$23)	-	--	--		
<b>Income Before Income Taxes</b>	<b>5,692</b>	<b>(9)</b>	<b>(123)</b>	<b>115</b>		<b>5,675</b>	<b>5,317</b>	<b>(42)</b>				<b>(23)</b>	<b>50</b>	<b>89</b>	<b>(16)</b>	<b>5,375</b>	<b>7</b>	<b>6</b>
Income taxes	1,290	-	14	20	\$9	1,333	1,309	(16)	\$91	(\$127)	(8)	12	4	(2)	1,263	(1)	6	
<b>Net Income</b>	<b>\$4,402</b>	<b>(\$9)</b>	<b>(\$137)</b>	<b>\$95</b>	<b>(\$9)</b>	<b>\$4,342</b>	<b>\$4,008</b>	<b>(\$26)</b>	<b>(\$91)</b>	<b>\$127</b>	<b>(\$15)</b>	<b>\$38</b>	<b>\$85</b>	<b>(\$14)</b>	<b>4,112</b>	<b>10</b>	<b>6</b>	
<b>Diluted Net Income Per Share</b>	<b>\$1.87</b>	<b>\$0.00</b>	<b>(\$0.06)</b>	<b>\$0.04</b>	<b>\$0.00</b>	<b>\$1.84</b> <sup>(2)</sup>	<b>\$1.67</b>	<b>(\$0.01)</b>	<b>(\$0.04)</b>	<b>\$0.05</b>	<b>(\$0.01)</b>	<b>\$0.02</b>	<b>\$0.04</b>	<b>(\$0.01)</b>	<b>\$1.71</b>	<b>12</b>	<b>8</b>	
<b>Average Shares Outstanding - Diluted</b>	<b>2,354</b>	<b>2,354</b>	<b>2,354</b>	<b>2,354</b>	<b>2,354</b>	<b>2,354</b>	<b>2,399</b>	<b>2,399</b>	<b>2,399</b>	<b>2,399</b>	<b>2,399</b>	<b>2,399</b>	<b>2,399</b>	<b>2,399</b>				
Gross Margin	66.4%					66.4%	64.7%							64.4%				
Operating Margin	28.1%					28.7%	27.5%							28.0%				
Effective Tax Rate	22.7%					23.5%	24.6%							23.5%				

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

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

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**THE COCA-COLA COMPANY AND SUBSIDIARIES**  
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**Operating Income (Loss), by Segment**  
**(UNAUDITED)**  
(In millions except percentages)

	Three Months Ended September 29, 2006			Three Months Ended September 30, 2005			% Favorable (Unfavorable) - Reported (GAAP)	% Favorable (Unfavorable) - After Considering Items (Non-GAAP)
	Reported (GAAP)	Items Impacting Comparability  Asset Impairments/ Restructuring	After Considering Items (Non-GAAP)	Reported (GAAP)	Items Impacting Comparability  Asset Write- downs	After Considering Items (Non-GAAP)		
North America	\$383		\$383	\$414		\$414	(7)	(7)
Africa	97	\$1	98	96		96	1	2
East, South Asia and Pacific Rim	58	15	73	8	\$85	93	*	(22)
European Union	632	7	639	564		564	12	13
Latin America	353		353	297		297	19	19
North Asia, Eurasia and Middle East	409		409	375		375	9	9
Bottling Investments	47	16	63	5		5	*	*
Corporate	(317)		(317)	(267)		(267)	(19)	(19)
Consolidated	\$1,662	\$39	\$1,701	\$1,492	\$85	\$1,577	11	8

\* Calculation is not meaningful

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**Operating Income (Loss), by Segment**  
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	Nine Months Ended September 29, 2006			Nine Months Ended September 30, 2005					% Favorable (Unfavorable) - Reported (GAAP)	% Favorable (Unfavorable) - After Considering Items (Non-GAAP)
	Reported (GAAP)	Items Impacting Comparability Asset Impairments/ Restructuring	After Considering Items (Non-GAAP)	Reported (GAAP)	HFCS Lawsuit Settlement	Asset Write-downs	Accelerated Amortization of Stock-Based Compensation	After Considering Items (Non-GAAP)		
North America	\$1,264		\$1,264	\$1,187			\$12	\$1,199	6	5
Africa	287	\$1	288	261			3	264	10	9
East, South Asia and Pacific Rim	283	19	302	209		\$85	3	297	35	2
European Union	1,774	34	1,808	1,761			3	1,764	1	2
Latin America	1,048		1,048	873			4	877	20	19
North Asia, Eurasia and Middle East	1,224		1,224	1,316			3	1,319	(7)	(7)
Bottling Investments	77	61	138	3				3	*	*
Corporate	(861)		(861)	(787)	(\$42)		22	(807)	(9)	(7)
Consolidated	\$5,096	\$115	\$5,211	\$4,823	(\$42)	\$85	\$50	\$4,916	6	6

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**THE COCA-COLA COMPANY**

**RECONCILIATION OF OPERATING INCOME EXCLUDING ASSET IMPAIRMENTS/RESTRUCTURING, ASSET WRITE-DOWNS, HFCS LAWSUIT SETTLEMENT, ACCELERATED AMORTIZATION OF STOCK-BASED COMPENSATION AND CURRENCY IMPACT**

(In millions)

	<u>Nine Months Ended</u>		<u>% Change</u>
	<u>September 29, 2006</u>	<u>September 30, 2005</u>	
Reported operating income	\$ 5,096	\$ 4,823	6
Asset impairments/restructuring	115		
Asset write-downs		85	
HFCS lawsuit settlement		(42)	
Accelerated amortization of stock-based compensation		50	
Operating income excluding asset impairments/restructuring, asset write-downs, HFCS lawsuit settlement and accelerated amortization of stock-based compensation	<u>\$ 5,211</u>	<u>\$ 4,916</u>	6
Negative currency impact			<u>(1)</u>
Operating income excluding asset impairments/restructuring, asset write-downs, HFCS lawsuit settlement, accelerated amortization of stock-based compensation and currency impact			<u>7</u>