

**THE COCA-COLA COMPANY AND SUBSIDIARIES**  
**Reconciliation of GAAP and Non-GAAP Financial Measures**

(UNAUDITED)

(In millions except per share data)

	Three Months Ended October 2, 2009						After Considering Items (Non-GAAP)	% Change - Reported (GAAP)	% Change - After Considering Items (Non-GAAP)	After Considering Items and Excluding Tax Rate Change (Non-GAAP)
	Reported (GAAP)	Items Impacting Comparability								
	Asset Impairments/ Restructuring	Productivity Initiatives	Equity Investees	Transaction Gain	Certain Tax Matters (1)					
<b>Net Operating Revenues</b>	\$8,044					\$8,044	(4)	(4)	\$8,044	
Cost of goods sold	2,934					2,934	(3)	(3)	2,934	
<b>Gross Profit</b>	5,110					5,110	(5)	(5)	5,110	
Selling, general and administrative expenses	2,912					2,912	(7)	(7)	2,912	
Other operating charges	48	(\$23)	(\$25)			-	--	--	-	
<b>Operating Income</b>	2,150	23	25			2,198	(2)	(2)	2,198	
Interest income	67					67	(36)	(36)	67	
Interest expense	89					89	(20)	(20)	89	
Equity income - net	282			\$6		288	4	5	288	
Other income (loss) - net	33				(\$10)	23	--	--	23	
<b>Income Before Income Taxes</b>	2,443	23	25	6	(10)	2,487	(1)	(1)	2,487	
Income taxes	523	2	8			\$9	(6)	(1)	584	
<b>Consolidated Net Income</b>	1,920	21	17	6	(10)	(9)	0	(1)	1,903	
Less: Net income attributable to noncontrolling interests	24					24	(4)	(4)	24	
<b>Net Income Attributable to Shareowners of The Coca-Cola Company</b>	<b>\$1,896</b>	<b>\$21</b>	<b>\$17</b>	<b>\$6</b>	<b>(\$10)</b>	<b>(\$9)</b>	0	(1)	<b>\$1,879</b>	
<b>Diluted Net Income Per Share</b>	<b>\$0.81</b>	<b>\$0.01</b>	<b>\$0.01</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	0	(1)	<b>\$0.81</b>	
<b>Average Shares Outstanding - Diluted</b>	<b>2,332</b>	<b>2,332</b>	<b>2,332</b>	<b>2,332</b>	<b>2,332</b>	<b>2,332</b>			<b>2,332</b>	
<b>Gross Margin</b>	63.5%					63.5%			63.5%	
<b>Operating Margin</b>	26.7%					27.3%			27.3%	
<b>Effective Tax Rate</b>	21.4%					21.8%			23.5%	

	Three Months Ended September 26, 2008						After Considering Items (Non-GAAP)	% Change - Reported (GAAP)	% Change - After Considering Items (Non-GAAP)	After Considering Items and Excluding Tax Rate Change (Non-GAAP)
	Reported (GAAP)	Items Impacting Comparability								
	Asset Impairments/ Restructuring	Productivity Initiatives	Equity Investees	Transaction Gains	Certain Tax Matters (1)					
<b>Net Operating Revenues</b>	\$8,393					\$8,393			\$8,393	
Cost of goods sold	3,020					3,020			3,020	
<b>Gross Profit</b>	5,373					5,373			5,373	
Selling, general and administrative expenses	3,139					3,139			3,139	
Other operating charges	47	(\$35)	(\$12)			-			-	
<b>Operating Income</b>	2,187	35	12			2,234			2,234	
Interest income	105					105			105	
Interest expense	111					111			111	
Equity income (loss) - net	272			\$3		275			275	
Other income (loss) - net	17				(\$16)	1			1	
<b>Income Before Income Taxes</b>	2,470	35	12	3	(16)	2,504			2,504	
Income taxes	555	7	6	(21)	3	(\$5)			545	
<b>Consolidated Net Income</b>	1,915	28	6	24	(19)	5			1,959	
Less: Net income attributable to noncontrolling interests	25					25			25	
<b>Net Income Attributable to Shareowners of The Coca-Cola Company</b>	<b>\$1,890</b>	<b>\$28</b>	<b>\$6</b>	<b>\$24</b>	<b>(\$19)</b>	<b>\$5</b>			<b>\$1,934</b>	
<b>Diluted Net Income Per Share</b>	<b>\$0.81</b>	<b>\$0.01</b>	<b>\$0.00</b>	<b>\$0.01</b>	<b>(\$0.01)</b>	<b>\$0.00</b>			<b>\$0.83</b>	
<b>Average Shares Outstanding - Diluted</b>	<b>2,329</b>	<b>2,329</b>	<b>2,329</b>	<b>2,329</b>	<b>2,329</b>	<b>2,329</b>			<b>2,329</b>	
<b>Gross Margin</b>	64.0%					64.0%			64.0%	
<b>Operating Margin</b>	26.1%					26.6%			26.6%	
<b>Effective Tax Rate</b>	22.5%					21.8%			21.8%	

Note: Items to consider for comparability include primarily charges, gains, and accounting changes. Charges and accounting changes negatively impacting net income are reflected as increases to reported net income. Gains and accounting changes positively impacting net income are reflected as deductions to reported net income.

- (1) Primarily related to changes in reserves related to certain tax matter;
- (2) Net operating revenues include a negative impact of \$49, or approximately 1%, due to structural changes.
- (3) Net operating revenues after considering items impacting comparability for the three months ended October 2, 2009 include a negative currency impact of approximately 6%. Currency neutral net operating revenue growth after considering items impacting comparability is 2%. Currency neutral net operating revenues include a negative impact due to structural changes of approximately 1%. Currency neutral net operating revenue growth after considering items impacting comparability and structural changes is 3%.
- (4) Operating income after considering items impacting comparability for the three months ended October 2, 2009 includes a negative currency impact of approximately 11%. Currency neutral operating income growth after considering items impacting comparability is 9%.
- (5) Per share amounts do not add due to rounding.
- (6) Effective tax rate after considering impact of net income attributable to noncontrolling interests:

Income before income taxes of \$2,487 less net income attributable to noncontrolling interests of \$24	\$2,463
Income taxes	\$542
Effective tax rate after considering impact of net income attributable to noncontrolling interests	22.0%

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 above for supplemental financial data and corresponding reconciliations to GAAP financial measures for the three months ended October 2, 2009 and September 26, 2008. Non-GAAP financial measures should be viewed in addition to, and not as an alternative for, the Company's reported results prepared in accordance with GAAP.

**THE COCA-COLA COMPANY AND SUBSIDIARIES**  
**Reconciliation of GAAP and Non-GAAP Financial Measures**

(UNAUDITED)

(In millions except per share data)

	Nine Months Ended October 2, 2009						After Considering Items (Non-GAAP)	% Change - Reported (GAAP)	% Change - After Considering Items (Non-GAAP)	After Considering Items and Excluding Tax Rate Change (Non-GAAP)
	Reported (GAAP)	Items Impacting Comparability								
	Asset Impairments/ Restructuring	Productivity Initiatives	Equity Investees	Transaction Gain	Certain Tax Matters (1)					
<b>Net Operating Revenues</b>	\$23,480					\$23,480	(5)	(5)	\$23,480	
Cost of goods sold	8,437					8,437	(4)	(4)	8,437	
<b>Gross Profit</b>	15,043					15,043	(6)	(6)	15,043	
Selling, general and administrative expenses	8,380					8,380	(7)	(7)	8,380	
Other operating charges	212	(\$154)	(\$58)			-	--	--	-	
<b>Operating Income</b>	6,451	154	58			6,663	(4)	(5)	6,663	
Interest income	184					184	(23)	(23)	184	
Interest expense	271					271	(15)	(15)	271	
Equity income - net	609			\$68		677	--	(3)	677	
Other income (loss) - net	13	27			(\$10)	30	--	--	30	
<b>Income Before Income Taxes</b>	6,986	181	58	68	(10)	7,283	10	(4)	7,283	
Income taxes	1,658	9	20	15	(\$38)	1,664	12	0	1,712	
<b>Consolidated Net Income</b>	5,328	172	38	53	(10)	5,619	9	(5)	5,571	
Less: Net income attributable to noncontrolling interests	47					47	(18)	(18)	47	
<b>Net Income Attributable to Shareowners of The Coca-Cola Company</b>	\$5,281	\$172	\$38	\$53	(\$10)	\$5,572	10	(5)	\$5,524	
<b>Diluted Net Income Per Share</b>	\$2.27	\$0.07	\$0.02	\$0.02	\$0.00	\$2.40	10	(4)	\$2.38	
<b>Average Shares Outstanding - Diluted</b>	2,324	2,324	2,324	2,324	2,324	2,324			2,324	
<b>Gross Margin</b>	64.1%					64.1%			64.1%	
<b>Operating Margin</b>	27.5%					28.4%			28.4%	
<b>Effective Tax Rate</b>	23.7%					22.8%	(5)		23.5%	

	Nine Months Ended September 26, 2008						After Considering Items (Non-GAAP)	% Change - Reported (GAAP)	% Change - After Considering Items (Non-GAAP)	After Considering Items and Excluding Tax Rate Change (Non-GAAP)
	Reported (GAAP)	Items Impacting Comparability								
	Asset Impairments/ Restructuring	Productivity Initiatives	Equity Investees	Transaction Gains	Certain Tax Matters (1)					
<b>Net Operating Revenues</b>	\$24,818					\$24,818			\$24,818	
Cost of goods sold	8,806					8,806			8,806	
<b>Gross Profit</b>	16,012					16,012			16,012	
Selling, general and administrative expenses	9,030					9,030			9,030	
Other operating charges	242	(\$218)	(\$24)			-			-	
<b>Operating Income</b>	6,740	218	24			6,982			6,982	
Interest income	239					239			239	
Interest expense	317					317			317	
Equity income (loss) - net	(434)			\$1,130		696			696	
Other income (loss) - net	118				(\$118)	-			-	
<b>Income Before Income Taxes</b>	6,346	218	24	1,130	(118)	7,600			7,600	
Income taxes	1,477	43	9	195	(29)	1,659			1,659	
<b>Consolidated Net Income</b>	4,869	175	15	935	(89)	5,941			5,941	
Less: Net income attributable to noncontrolling interests	57					57			57	
<b>Net Income Attributable to Shareowners of The Coca-Cola Company</b>	\$4,812	\$175	\$15	\$935	(\$89)	\$5,884			\$5,884	
<b>Diluted Net Income Per Share</b>	\$2.06	\$0.07	\$0.01	\$0.40	(\$0.04)	\$2.51			\$2.51	
<b>Average Shares Outstanding - Diluted</b>	2,341	2,341	2,341	2,341	2,341	2,341			2,341	
<b>Gross Margin</b>	64.5%					64.5%			64.5%	
<b>Operating Margin</b>	27.2%					28.1%			28.1%	
<b>Effective Tax Rate</b>	23.3%					21.8%			21.8%	

Note: Items to consider for comparability include primarily charges, gains, and accounting changes. Charges and accounting changes negatively impacting net income are reflected as increases to reported net income. Gains and accounting changes positively impacting net income are reflected as deductions to reported net income.

- (1) Primarily related to changes in reserves related to certain tax matter.
- (2) Net operating revenues include a negative impact of \$396, or approximately 2%, due to structural changes.
- (3) Net operating revenues after considering items impacting comparability for the nine months ended October 2, 2009 include a negative currency impact of approximately 8%. Currency neutral net operating revenue growth after considering items impacting comparability is 3%. Currency neutral net operating revenues include a negative impact due to structural changes of approximately 2%. Currency neutral net operating revenue growth after considering items impacting comparability and structural changes is 5%.
- (4) Operating income after considering items impacting comparability for the nine months ended October 2, 2009 includes a negative currency impact of approximately 14%. Currency neutral operating income growth after considering items impacting comparability is 9%.
- (5) Effective tax rate after considering impact of net income attributable to noncontrolling interests:

	2009
Income before income taxes of \$7,283 less net income attributable to noncontrolling interests of \$47	\$7,236
Income taxes	\$1,664
Effective tax rate after considering impact of net income attributable to noncontrolling interests	23.0%

- (6) 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 above for supplemental financial data and corresponding reconciliations to GAAP financial measures for the nine months ended October 2, 2009 and September 26, 2008. Non-GAAP financial measures should be viewed in addition to, and not as an alternative for, the Company's reported results prepared in accordance with GAAP.

**THE COCA-COLA COMPANY AND SUBSIDIARIES**  
**Reconciliation of GAAP and Non-GAAP Financial Measures**  
**Operating Income (Loss) by Segment**  
**(UNAUDITED)**  
**(In millions)**

	Three Months Ended October 2, 2009				Three Months Ended September 26, 2008				% Favorable (Unfavorable) - Reported (GAAP)	% Favorable (Unfavorable) - After Considering Items (Non-GAAP) (1)
	Reported (GAAP)	Items Impacting Comparability		After Considering Items (Non-GAAP)	Reported (GAAP)	Items Impacting Comparability		After Considering Items (Non-GAAP)		
		Asset Impairments/ Restructuring	Productivity Initiatives			Asset Impairments/ Restructuring	Productivity Initiatives			
Eurasia & Africa	\$184	(\$1)	\$1	\$184	\$180			\$180	2	2
Europe	774	1	1	776	796			796	(3)	(3)
Latin America	557			557	559	\$1		560	0	(1)
North America	433	2		435	392	6		398	10	9
Pacific	442		1	443	491			491	(10)	(10)
Bottling Investments	83	18		101	66	12		78	26	29
Corporate	(323)	3	22	(298)	(297)	16	\$12	(269)	(9)	(11)
Consolidated	\$2,150	\$23	\$25	\$2,198	\$2,187	\$35	\$12	\$2,234	(2)	(2)

(1) Currency neutral operating income growth after considering items impacting comparability for each operating segment is calculated as follows:

	% Favorable (Unfavorable) - After Considering Items (Non-GAAP)	% Currency Impact After Considering Items Impacting Comparability	% Favorable (Unfavorable) - Currency Neutral After Considering Items (Non-GAAP)
Eurasia & Africa	2	(11)	13
Europe	(3)	(10)	7
Latin America	(1)	(19)	18
North America	9	0	9
Pacific	(10)	7	(17)
Bottling Investments	29	(27)	56
Corporate	(11)	(21)	10
Consolidated	(2)	(11)	9

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**Reconciliation of GAAP and Non-GAAP Financial Measures**  
**Operating Income (Loss) by Segment**  
**(UNAUDITED)**  
**(In millions)**

	Nine Months Ended October 2, 2009				Nine Months Ended September 26, 2008				% Favorable (Unfavorable) - Reported (GAAP)	% Favorable (Unfavorable) - After Considering Items (Non-GAAP) (1)
	Reported (GAAP)	Items Impacting Comparability		After Considering Items (Non-GAAP)	Reported (GAAP)	Items Impacting Comparability		After Considering Items (Non-GAAP)		
		Asset Impairments/ Restructuring	Productivity Initiatives			Asset Impairments/ Restructuring	Productivity Initiatives			
Eurasia & Africa	\$634	\$2	\$1	\$637	\$676			\$676	(6)	(6)
Europe	2,327	1	2	2,330	2,547			2,547	(9)	(9)
Latin America	1,483			1,483	1,596	\$1		1,597	(7)	(7)
North America	1,316	15		1,331	1,173	12		1,185	12	12
Pacific	1,492		1	1,493	1,483			1,483	1	1
Bottling Investments	136	109		245	239	25		264	(43)	(7)
Corporate	(937)	27	54	(856)	(974)	180	\$24	(770)	4	(11)
Consolidated	\$6,451	\$154	\$58	\$6,663	\$6,740	\$218	\$24	\$6,982	(4)	(5)

(1) Currency neutral operating income growth after considering items impacting comparability for each operating segment is calculated as follows:

	% Favorable (Unfavorable) - After Considering Items (Non-GAAP)	% Currency Impact After Considering Items Impacting Comparability	% Favorable (Unfavorable) - Currency Neutral After Considering Items (Non-GAAP)
Eurasia & Africa	(6)	(19)	13
Europe	(9)	(13)	4
Latin America	(7)	(22)	15
North America	12	(1)	13
Pacific	1	4	(3)
Bottling Investments	(7)	(31)	24
Corporate	(11)	(15)	4
Consolidated	(5)	(14)	9

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