

THE COCA-COLA COMPANY AND SUBSIDIARIES

Non-GAAP Financial Measure

Net Debt to Asset Ratio

(UNAUDITED)

(In millions)

	<u>December 31, 2005</u>	<u>December 31, 2009</u>
Cash and cash equivalents	\$4,701 (1)	\$7,021 (1)
Short-term investments	0 (1)	2,130 (1)
Marketable securities	66 (1)	62 (1)
Total cash, cash equivalents, short-term investments and marketable securities	<u>\$4,767</u>	<u>\$9,213</u>
Loans and notes payable	\$4,518 (1)	\$6,749 (1)
Current maturities of long-term debt	28 (1)	51 (1)
Long-term debt	1,154 (1)	5,059 (1)
Total debt	<u>\$5,700</u>	<u>\$11,859</u>
Total assets	\$29,427 (1)	\$48,671 (1)
Net debt	\$933 (2)	\$2,646 (2)
Net debt to asset ratio	3% (3)	5% (3)

(1) Reported (GAAP) amount

(2) Net debt is calculated by subtracting total cash, cash equivalents, short-term investments and marketable securities from total debt.

(3) Net debt to asset ratio is calculated by dividing net debt by total assets.

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. 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 above for supplemental financial data as of December 31, 2005 and December 31, 2009. 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 July 2, 2010							After Considering Items (Non-GAAP)	% Change - Reported (GAAP)	% Change - After Considering Items (Non-GAAP)
	Reported (GAAP)	Items Impacting Comparability								
	Asset Impairments/ Restructuring	Productivity Initiatives	Equity Investees	CCE Transaction	Certain Tax Matters	Other Items				
Net Operating Revenues	\$16,199						\$16,199	5	7	(1)
Cost of goods sold	5,496						5,496	0	4	(2)
Gross Profit	10,703						10,703	8	9	(3), (6)
Selling, general and administrative expenses	5,583						5,583	2	4	(4)
Other operating charges	174	(\$59)	(\$85)		(\$30)		-	-	-	
Operating Income	4,946	59	85		30		5,120	15	16	(5), (6)
Interest income	127						127	9	11	
Interest expense	166						166	(9)	(5)	
Equity income (loss) - net	492			\$45			537	50	28	
Other income (loss) - net	(97)					\$103	32	-	-	
Income Before Income Taxes	5,302	85	85	45	30		5,650	17	18	
Income taxes	1,294	4	29	6	7	(\$29)	1,311	14	18	
Consolidated Net Income	4,008	81	56	39	23	29	4,339	18	18	
Less: Net income attributable to noncontrolling interests	25						25	9	67	
Net Income Attributable to Shareowners of The Coca-Cola Company	\$3,983	\$81	\$56	\$39	\$23	\$29	\$4,314	18	18	
Diluted Net Income Per Share	\$1.71	\$0.03	\$0.02	\$0.02	\$0.01	\$0.01	\$1.85	17	18	(7)
Average Shares Outstanding - Diluted	2,326	2,326	2,326	2,326	2,326	2,326	2,326			
Gross Margin	66.1%						66.1%			
Operating Margin	30.5%						31.6%			
Effective Tax Rate	24.4%						23.2%			

	Six Months Ended July 3, 2009						After Considering Items (Non-GAAP)	% Change - Reported (GAAP)	% Change - After Considering Items (Non-GAAP)
	Reported (GAAP)	Items Impacting Comparability				Accounting Guidance Changes			
	Asset Impairments/ Restructuring	Productivity Initiatives	Equity Investees	Certain Tax Matters	Accounting Guidance Changes				
Net Operating Revenues	\$15,436					(\$338)	\$15,098		
Cost of goods sold	5,503					(207)	5,296		
Gross Profit	9,933					(131)	9,802		
Selling, general and administrative expenses	5,468					(78)	5,390		
Other operating charges	164	(\$131)	(\$33)				-		
Operating Income	4,301	131	33			(53)	4,412		
Interest income	117					(3)	114		
Interest expense	182					(8)	174		
Equity income (loss) - net	327			\$62		29	418		
Other income (loss) - net	(20)	27				(3)	4		
Income Before Income Taxes	4,543	158	33	62		(22)	4,774		
Income taxes	1,135	7	12	15	(\$47)	(14)	1,108		
Consolidated Net Income	3,408	151	21	47		(8)	3,666		
Less: Net income attributable to noncontrolling interests	23					(8)	15		
Net Income Attributable to Shareowners of The Coca-Cola Company	\$3,385	\$151	\$21	\$47		\$0	\$3,651		
Diluted Net Income Per Share	\$1.46	\$0.07	\$0.01	\$0.02	\$0.02	\$0.00	\$1.57		
Average Shares Outstanding - Diluted	2,319	2,319	2,319	2,319	2,319	2,319	2,319		
Gross Margin	64.3%						64.9%		
Operating Margin	27.9%						29.2%		
Effective Tax Rate	25.0%						23.2%		

Notes: 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.

The currency impact is equal to the difference between current year U.S. dollar amounts at current year exchange rates compared to current year U.S. dollar amounts recalculated using prior year comparable period exchange rates. In all cases, the exchange rates include the impact of hedging in the applicable periods.

- Reported net operating revenue growth includes a negative impact of \$338, or approximately 2%, due to items impacting comparability, which represents accounting guidance changes that are structural in nature. Net operating revenue growth after considering items impacting comparability for the six months ended July 2, 2010 includes a positive currency impact of approximately 4%. Currency neutral net operating revenue growth after considering items impacting comparability is 3%. Currency neutral net operating revenue growth also includes a negative impact of \$3 million due to other structural changes. Currency neutral net operating revenue growth after considering items impacting comparability and other structural changes is 3%.
- Cost of goods sold after considering items impacting comparability for the six months ended July 2, 2010 includes a currency impact of approximately 4%. Currency neutral cost of goods sold after considering items impacting comparability remained constant over prior year.
- Gross profit after considering items impacting comparability for the six months ended July 2, 2010 includes a positive currency impact of approximately 4%. Currency neutral gross profit growth after considering items impacting comparability is 5%.
- Selling, general and administrative expenses after considering items impacting comparability for the six months ended July 2, 2010 include a currency impact of approximately 4%. Currency neutral selling, general and administrative expenses after considering items impacting comparability remained constant over prior year.
- Operating income after considering items impacting comparability for the six months ended July 2, 2010 includes a positive currency impact of approximately 6%. Currency neutral operating income growth after considering items impacting comparability is 10%.
- Currency neutral operating expense leverage after considering items impacting comparability for the six months ended July 2, 2010 is positive 5 percentage points, which is calculated by subtracting currency neutral gross profit growth after considering items impacting comparability of 5% from currency neutral operating income growth after considering items impacting comparability of 10%.
- 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 six months ended July 2, 2010 and July 3, 2009. 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.