

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 years ended December 31, 2006 and December 31, 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)

	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)			
<b>Net Operating Revenues</b>	\$24,088						\$24,088	4 (2)	4
Cost of goods sold	8,164	(\$4)					8,160	0	(1)
<b>Gross Profit</b>	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)					-	--	--
<b>Operating Income</b>	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)	--	--
<b>Income Before Income Taxes</b>	6,578	189	606	(298)	100		7,175	(2)	6
Income taxes	1,498	30	57	8	38	(\$24)	1,607	(18)	1
<b>Net Income</b>	\$5,080	\$159	\$549	(\$306)	\$62	\$24	\$5,568	4	7
<b>Diluted Net Income Per Share</b>	\$2.16	\$0.07	\$0.23	(\$0.13)	\$0.03	\$0.01	\$2.37	6	9
<b>Average Shares Outstanding - Diluted</b>	2,350	2,350	2,350	2,350	2,350	2,350	2,350		
<b>Gross Margin</b>	66.1%						66.1%		
<b>Operating Margin</b>	26.2%						27.4%		
<b>Effective Tax Rate</b>	22.8%						22.4%		

	Year Ended December 31, 2005								After Considering Items (Non-GAAP)
	Reported (GAAP)	Items Impacting Comparability						Asset Write-downs	
		HFCS Settlement	Resolution of Tax Matters	Repatriation of Foreign Earnings	Issuances of Stock by Equity Investees	Accelerated Amortization of Stock-Based Compensation	Equity Investee		
<b>Net Operating Revenues</b>	23,104								\$23,104
Cost of goods sold	8,195	\$47							8,242
<b>Gross Profit</b>	14,909	(47)							14,862
Selling, general and administrative expenses	8,739					(\$50)			8,689
Other operating charges	85						(\$85)		-
<b>Operating Income</b>	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)				-
<b>Income Before Income Taxes</b>	6,690	(47)			(23)	50	33	89	6,792
Income taxes	1,818	(18)	\$101	(\$315)	(8)	12	2	4	1,596
<b>Net Income</b>	\$4,872	(\$29)	(\$101)	\$315	(\$15)	\$38	\$31	\$85	\$5,196
<b>Diluted Net Income Per Share</b>	\$2.04	(\$0.01)	(\$0.04)	\$0.13	(\$0.01)	\$0.02	\$0.01	\$0.04	\$2.17 (5)
<b>Average Shares Outstanding - Diluted</b>	2,393	2,393	2,393	2,393	2,393	2,393	2,393	2,393	2,393
<b>Gross Margin</b>	64.5%								64.3%
<b>Operating Margin</b>	26.3%								26.7%
<b>Effective Tax Rate</b>	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)	--
<b>Net operating revenues excluding structural changes</b>	<b>\$23,628</b>	<b>\$22,325</b>	<b>6%</b>

(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)	--	--
<b>Selling, general and administrative expenses excluding items impacting comparability and structural changes</b>	<b>\$9,201</b>	<b>\$8,689</b>	<b>6%</b>

(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%. Currency neutral operating income growth includes a negative impact due to structural changes of \$12, which is negligible. Currency neutral operating income growth after considering items impacting comparability and structural changes is 8%.

(5) 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, 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)			
<b>Net Operating Revenues</b>	\$28,857					\$28,857	20 <sup>(2)</sup>	20
Cost of goods sold	10,406	(\$14)				10,392	27	27
<b>Gross Profit</b>	18,451	14				18,465	16	16
Selling, general and administrative expenses	10,945					10,945	16	17
Other operating charges	254	(254)				-	--	--
<b>Operating Income</b>	7,252	268				7,520	15	14 <sup>(3)</sup>
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)	--	--
<b>Income Before Income Taxes</b>	7,873	268	150	(227)		8,064	20	12
Income taxes	1,892	49	21	(111)	(\$77)	1,774	26	10
<b>Net Income</b>	\$5,981	\$219	\$129	(\$116)	\$77	\$6,290	18	13
<b>Diluted Net Income Per Share</b>	\$2.57	\$0.09	\$0.06	(\$0.05)	\$0.03	\$2.70	19	14
<b>Average Shares Outstanding - Diluted</b>	2,331	2,331	2,331	2,331	2,331	2,331		
<b>Gross Margin</b>	63.9%					64.0%		
<b>Operating Margin</b>	25.1%					26.1%		
<b>Effective Tax Rate</b>	24.0%					22.0%		

	Year Ended December 31, 2006						After Considering Items (Non-GAAP)
	Reported (GAAP)	Items Impacting Comparability					
		Asset Impairments/ Restructuring	Equity Investees	Transaction Gains	Foundation Donation	Certain Tax Matters (1)	
<b>Net Operating Revenues</b>	\$24,088					\$24,088	
Cost of goods sold	8,164	(\$4)				8,160	
<b>Gross Profit</b>	15,924	4				15,928	
Selling, general and administrative expenses	9,431				(\$100)	9,331	
Other operating charges	185	(185)				-	
<b>Operating Income</b>	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)	
<b>Income Before Income Taxes</b>	6,578	189	606	(298)	100	7,175	
Income taxes	1,498	30	57	8	38	(\$24)	1,607
<b>Net Income</b>	\$5,080	\$159	\$549	(\$306)	\$62	\$24	\$5,568
<b>Diluted Net Income Per Share</b>	\$2.16	\$0.07	\$0.23	(\$0.13)	\$0.03	\$0.01	\$2.37
<b>Average Shares Outstanding - Diluted</b>	2,350	2,350	2,350	2,350	2,350	2,350	2,350
<b>Gross Margin</b>	66.1%					66.1%	
<b>Operating Margin</b>	26.2%					27.4%	
<b>Effective Tax Rate</b>	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%. Currency neutral operating income growth includes a positive impact due to structural changes of \$28, which is negligible. Currency neutral operating income growth after considering items impacting comparability and structural changes is 9%. Items do not add due to rounding.

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

(In millions except per share data)

	Year Ended December 31, 2008						After Considering Items (Non-GAAP)	% Change - Reported (GAAP)	% Change - After Considering Items (Non-GAAP)
	Items Impacting Comparability								
	Reported (GAAP)	Asset Impairments/ Restructuring	Productivity Initiatives	Equity Investees	Transaction Gains				
<b>Net Operating Revenues</b>	\$31,944						\$31,944	11	11
Cost of goods sold	11,374						11,374	9	9
<b>Gross Profit</b>	<b>20,570</b>						<b>20,570</b>	<b>11</b>	<b>11</b>
Selling, general and administrative expenses	11,774						11,774	8	8
Other operating charges	350	(\$295)	(\$55)				-	--	--
<b>Operating Income</b>	<b>8,446</b>	<b>295</b>	<b>55</b>				<b>8,796</b>	<b>16</b>	<b>17</b>
Interest income	333						333	41	41
Interest expense	438						438	(4)	(4)
Equity income (loss) - net	(874)			\$1,686			812	--	(1)
Other income (loss) - net	(28)	84			(\$119)		(63)	--	--
<b>Income Before Income Taxes</b>	<b>7,439</b>	<b>379</b>	<b>55</b>	<b>1,686</b>	<b>(119)</b>		<b>9,440</b>	<b>(6)</b>	<b>17</b>
Income taxes	1,632	66	21	392	(29)	(\$5)	2,077	(14)	17
<b>Net Income</b>	<b>\$5,807</b>	<b>\$313</b>	<b>\$34</b>	<b>\$1,294</b>	<b>(\$90)</b>	<b>\$5</b>	<b>\$7,363</b>	<b>(3)</b>	<b>17</b>
<b>Diluted Net Income Per Share</b>	<b>\$2.49</b>	<b>\$0.13</b>	<b>\$0.01</b>	<b>\$0.55</b>	<b>(\$0.04)</b>	<b>\$0.00</b>	<b>\$3.15</b>	<b>(3)</b>	<b>17</b>
<b>Average Shares Outstanding - Diluted</b>	<b>2,336</b>	<b>2,336</b>	<b>2,336</b>	<b>2,336</b>	<b>2,336</b>	<b>2,336</b>	<b>2,336</b>		
<b>Gross Margin</b>	<b>64.4%</b>						<b>64.4%</b>		
<b>Operating Margin</b>	<b>26.4%</b>						<b>27.5%</b>		
<b>Effective Tax Rate</b>	<b>21.9%</b>						<b>22.0%</b>		

	Year Ended December 31, 2007					After Considering Items (Non-GAAP)
	Items Impacting Comparability					
	Reported (GAAP)	Asset Impairments/ Restructuring	Equity Investees	Gains on Sales of Assets		
<b>Net Operating Revenues</b>	\$28,857					\$28,857
Cost of goods sold	10,406	(\$14)				10,392
<b>Gross Profit</b>	<b>18,451</b>	<b>14</b>				<b>18,465</b>
Selling, general and administrative expenses	10,945					10,945
Other operating charges	254	(254)				-
<b>Operating Income</b>	<b>7,252</b>	<b>268</b>				<b>7,520</b>
Interest income	236					236
Interest expense	456					456
Equity income - net	668		\$150			818
Other income (loss) - net	173			(\$227)		(54)
<b>Income Before Income Taxes</b>	<b>7,873</b>	<b>268</b>	<b>150</b>	<b>(227)</b>		<b>8,064</b>
Income taxes	1,892	49	21	(111)	(\$77)	1,774
<b>Net Income</b>	<b>\$5,981</b>	<b>\$219</b>	<b>\$129</b>	<b>(\$116)</b>	<b>\$77</b>	<b>\$6,290</b>
<b>Diluted Net Income Per Share</b>	<b>\$2.57</b>	<b>\$0.09</b>	<b>\$0.06</b>	<b>(\$0.05)</b>	<b>\$0.03</b>	<b>\$2.70</b>
<b>Average Shares Outstanding - Diluted</b>	<b>2,331</b>	<b>2,331</b>	<b>2,331</b>	<b>2,331</b>	<b>2,331</b>	<b>2,331</b>
<b>Gross Margin</b>	<b>63.9%</b>					<b>64.0%</b>
<b>Operating Margin</b>	<b>25.1%</b>					<b>26.1%</b>
<b>Effective Tax Rate</b>	<b>24.0%</b>					<b>22.0%</b>

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	\$31,944	\$28,857	11
Structural changes	(912)	(816)	--
Net operating revenues excluding structural changes	\$31,032	\$28,041	11

(3) Operating income after considering items impacting comparability for the year ended December 31, 2008 includes a positive currency impact of approximately 6%.

Currency neutral operating income growth after considering items impacting comparability is 11%. Currency neutral operating income growth includes a negative impact due to structural changes of \$33, or approximately 1%. Currency neutral operating income growth after considering items impacting comparability and structural changes is 11%. Items do not add due to rounding.

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

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

(UNAUDITED)

(In millions except per share data)

	Year Ended December 31, 2009						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	Transaction Gain	Certain Tax Matters					
<b>Net Operating Revenues</b>	\$30,990					\$30,990	(3)	(3)	(1)	
Cost of goods sold	11,088					11,088	(3)	(3)	(2), (4)	
<b>Gross Profit</b>	19,902					19,902	(3)	(3)	(3), (4)	
Selling, general and administrative expenses	11,358					11,358	(4)	(4)		
Other operating charges	313	(\$206)	(\$107)			-	--	--		
<b>Operating Income</b>	8,231	206	107			8,544	(3)	(3)		
Interest income	249					249	(25)	(25)		
Interest expense	355					355	(19)	(19)		
Equity income - net	781			\$86		867	--	7		
Other income (loss) - net	40	27			(\$44)	23	--	--		
<b>Income Before Income Taxes</b>	8,946	233	107	86	(\$44)	9,328	19	(2)		
Income taxes	2,040	16	38	18		2,127	25	2		
<b>Consolidated Net Income</b>	6,906	217	69	68	(\$44)	7,201	18	(3)		
Less: Net income attributable to noncontrolling interests	82					82	22	22		
<b>Net Income Attributable to Shareowners of The Coca-Cola Company</b>	\$6,824	\$217	\$69	\$68	(\$44)	\$7,119	18	(3)		
<b>Diluted Net Income Per Share</b>	\$2.93	\$0.09	\$0.03	\$0.03	(\$0.02)	\$3.06	18	(3)		
<b>Average Shares Outstanding - Diluted</b>	2,329	2,329	2,329	2,329	2,329	2,329	(5)	(3)		
<b>Gross Margin</b>	64.2%					64.2%				
<b>Operating Margin</b>	26.6%					27.6%				
<b>Effective Tax Rate</b>	22.8%					22.8%	(6)			

	Year Ended December 31, 2008						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	Transaction Gains	Certain Tax Matters					
<b>Net Operating Revenues</b>	\$31,944					\$31,944				
Cost of goods sold	11,374					11,374				
<b>Gross Profit</b>	20,570					20,570				
Selling, general and administrative expenses	11,774					11,774				
Other operating charges	350	(\$295)	(\$55)			-				
<b>Operating Income</b>	8,446	295	55			8,796				
Interest income	333					333				
Interest expense	438					438				
Equity income (loss) - net	(874)			\$1,686		812				
Other income (loss) - net	39	84			(\$119)	4				
<b>Income Before Income Taxes</b>	7,506	379	55	1,686	(119)	9,507				
Income taxes	1,632	66	21	392	(29)	2,077				
<b>Consolidated Net Income</b>	5,874	313	34	1,294	(90)	7,430				
Less: Net income attributable to noncontrolling interests	67					67				
<b>Net Income Attributable to Shareowners of The Coca-Cola Company</b>	\$5,807	\$313	\$34	\$1,294	(\$90)	\$7,363				
<b>Diluted Net Income Per Share</b>	\$2.49	\$0.13	\$0.01	\$0.55	(\$0.04)	\$3.15	(5)			
<b>Average Shares Outstanding - Diluted</b>	2,336	2,336	2,336	2,336	2,336	2,336				
<b>Gross Margin</b>	64.4%					64.4%				
<b>Operating Margin</b>	26.4%					27.5%				
<b>Effective Tax Rate</b>	21.7%					21.8%	(6)			

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.

- Net operating revenues after considering items impacting comparability for the year ended December 31, 2009 include a negative currency impact of approximately 5%. Currency neutral net operating revenue growth after considering items impacting comparability is 2%. Currency neutral net operating revenue growth includes a negative impact due to structural changes of \$396, or approximately 1%. Currency neutral net operating revenue growth after considering items impacting comparability and structural changes is 4%. Items do not add due to rounding.
- Gross profit after considering items impacting comparability for the year ended December 31, 2009 includes a negative currency impact of approximately 7%. Currency neutral gross profit growth after considering items impacting comparability is 4%.
- Operating income after considering items impacting comparability for the year ended December 31, 2009 includes a negative currency impact of approximately 10%. Currency neutral operating income growth after considering items impacting comparability is 7%. Currency neutral operating income growth includes a negative impact due to structural changes of \$34, or approximately 1%. Currency neutral operating income growth after considering items impacting comparability and structural changes is 8%.
- Currency neutral operating expense leverage after considering items impacting comparability for the year ended December 31, 2009 is 3%, which is calculated by subtracting currency neutral gross profit growth after considering items impacting comparability of 4% from currency neutral operating income growth after considering items impacting comparability of 7%.
- Per share amounts do not add due to rounding.
- Effective tax rate after considering impact of net income attributable to noncontrolling interests:

	2009	2008
Income before income taxes of \$9,328 and \$9,507 for 2009 and 2008, respectively, less net income attributable to noncontrolling interests of \$82 and \$67 for 2009 and 2008, respectively	\$9,246	\$9,440
Income taxes	\$2,127	\$2,077
Effective tax rate after considering impact of net income attributable to noncontrolling interests	23.0%	22.0%