



The Company reports its financial results in accordance with generally accepted accounting principles (GAAP). However, management believes that certain non-GAAP performance measures and ratios 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 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 due to the fact that these items do not represent results from the fundamental operations of the Company. See the Table below for supplemental financial data and corresponding reconciliations to GAAP financial measures for the three months ended March 31, 2005 and March 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**  
**Operating Income, by Segment**

First Quarter  
(In Millions)

	Three Months Ended March 31, 2005			Three Months Ended March 31, 2004			% 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)		
		Accelerated Amortization of Stock-Based Compensation						
<b>OPERATING INCOME</b>								
North America	\$313	\$12	\$325	\$353		\$353	-11%	-8%
Africa	88	3	91	82		82	7%	11%
Asia	404	5	409	413		413	-2%	-1%
Europe, Eurasia and Middle East	526	4	530	564		564	-7%	-6%
Latin America	280	4	284	262		262	7%	8%
Corporate	(252)	22	(230)	(223)		(223)	-13%	-3%
Consolidated	\$1,359	\$50	\$1,409	\$1,451		\$1,451	-6%	-3%

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