

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 between 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 December 31, 2004, and December 31, 2003. 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
Fourth Quarter
(UNAUDITED)
(In Millions)

Operating Segment

	Operating Income			
	Three Months Ended December 31, 2004			
	Reported (GAAP)	Items Impacting Comparability		After Considering Items (Non-GAAP)
		Insurance Settlement	Donation to Coca-Cola Foundation	
North America	\$380			\$380
Africa	102			102
Asia	347			347
Europe, Eurasia & Middle East	476			476
Latin America	288			288
Corporate	(246)	(\$75)	\$75	(246)
Consolidated	\$1,347	(\$75)	\$75	\$1,347

	Operating Income		
	Three Months Ended December 31, 2003		
	Reported (GAAP)	Item Impacting Comparability	After Considering Items (Non-GAAP)
		Streamlining Initiatives	
	\$203	\$126	\$329
	66	11	77
	446	18	464
	377	91	468
	245	4	249
	(245)	39	(206)
	\$1,092	\$289	\$1,381

% Change - Reported (GAAP) Fav. / (Unfav.)	% Change - After Considering Items (Non- GAAP) Fav. / (Unfav.)
87%	16%
55%	32%
(22%)	(25%)
26%	2%
18%	16%
0%	19%
23%	(2%)

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

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THE COCA-COLA COMPANY AND SUBSIDIARIES
Reconciliation of GAAP to Non-GAAP Financial Measures
Operating Income by Segment
Full Year
(UNAUDITED)
(In Millions)

Operating Segment	Operating Income Year Ended December 31, 2004					Operating Income Year Ended December 31, 2003					% Change - Reported (GAAP) Fav. / (Unfav.)	% Change - After Considering Items (Non- GAAP) Fav. / (Unfav.)
	Reported (GAAP)	Items Impacting Comparability			After Considering Items (Non-GAAP)	Reported (GAAP)	Items Impacting Comparability			After Considering Items (Non-GAAP)		
		Asset Write- Downs	Insurance Settlement	Donation to Coca-Cola Foundation			Streamlining Initiatives	Vitamin Supplier Settlement	Asset Write-Downs in Latin America			
North America	\$1,606	\$18			\$1,624	\$1,282	\$273			\$1,555	25%	4%
Africa	340				340	249	12			261	37%	30%
Asia	1,758	15			1,773	1,690	18			1,708	4%	4%
Europe, Eurasia & Middle East	1,898	377			2,275	1,908	183			2,091	(1%)	9%
Latin America	1,069	6			1,075	970	8		\$12	990	10%	9%
Corporate	(973)	64	(\$75)	\$75	(909)	(878)	67	(\$52)		(863)	(11%)	(5%)
Consolidated	\$5,698	\$480	(\$75)	\$75	\$6,178	\$5,221	\$561	(\$52)	\$12	\$5,742	9%	8%

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