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

The Company reports its financial results in accordance with accounting principles generally accepted in the United States ("GAAP" or referred to herein as "reported"). However, management believes that certain non-GAAP financial measures provide users with additional meaningful financial information that should be considered when assessing our ongoing performance. Management also uses these non-GAAP financial measures in making financial, operating and planning decisions and in evaluating the Company's performance. 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. Our non-GAAP financial information does not represent a comprehensive basis of accounting.

ITEMS IMPACTING COMPARABILITY

The following information is provided to give qualitative and quantitative information related to items impacting comparability. Items impacting comparability are not defined terms within GAAP. Therefore, our non-GAAP financial information may not be comparable to similarly titled measures reported by other companies. We determine which items to consider as "items impacting comparability" based on how management views our business; makes financial, operating and planning decisions; and evaluates the Company's ongoing performance. Items such as charges, gains and accounting changes which are viewed by management as impacting only the current period or the comparable period, but not both, or as relating to different and unrelated underlying activities or events across comparable periods, are generally considered "items impacting comparability". In addition, we provide the impact that changes in foreign currency exchange rates had on our financial results ("currency neutral").

Asset Impairments and Restructuring

Asset Impairments

During the three months and year ended December 31, 2013, the Company recorded charges of $5 million and $195 million, respectively, related to certain intangible assets. The charges of $195 million included $113 million related to the impairment of trademarks recorded in our Bottling Investments and Pacific operating segments. These impairments were primarily due to a strategic decision to phase out certain local-market value brands which resulted in a change in the expected useful life of the intangible assets. The charges were determined by comparing the fair value of the trademarks, derived using discounted cash flow analyses, to the current carrying value. Additionally, the remaining charge of $82 million was related to goodwill recorded in our Bottling Investments operating segment. This charge was primarily the result of management's revised outlook on market conditions and volume performance. The total impairment charges of $195 million were recorded in our Corporate operating segment.

During the three months and year ended December 31, 2012, the Company recorded charges of $16 million due to other-than-temporary declines in the fair values of certain cost method investments.

Restructuring

During the three months and year ended December 31, 2013, the Company recorded charges of $102 million and $188 million, respectively. The Company recorded charges of $119 million and $163 million during the three months and year ended December 31, 2012, respectively. These charges were related to the integration of our German bottling and distribution operations as well as other restructuring initiatives outside the scope of the Company's productivity and reinvestment program.

Productivity and Reinvestment

During the three months and year ended December 31, 2013, the Company recorded charges of $182 million and $494 million, respectively. The Company recorded charges of $93 million and $270 million during the three months and year ended December 31, 2012, respectively. These charges were related to our productivity and reinvestment program. This program is designed to further enable our efforts to strengthen our brands and reinvest our resources to drive long-term growth. The first component of this program is a global productivity initiative focused around four primary areas: global supply chain optimization; global marketing and innovation effectiveness; operating expense leverage and operational excellence; and data and information technology systems standardization.

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Productivity and Reinvestment (continued)

The second component of our productivity and reinvestment program involves an integration initiative in North America related to our acquisition of Coca-Cola Enterprises Inc.'s ("CCE") former North America business. The Company has identified incremental synergies in North America, primarily in the area of our North American product supply operations, which will better enable us to serve our customers and consumers.

As a combined productivity and reinvestment program, the Company anticipates generating annualized savings of $550 million to $650 million. In February 2014, we announced the expansion of this program to drive an incremental $1 billion in productivity by 2016 that will be redirected primarily into increased media investments.

Productivity Initiatives

During the year ended December 31, 2013, the Company reversed charges of $2 million. During the three months and year ended December 31, 2012, the Company reversed charges of $1 million and $10 million, respectively. These reversals were related to previously established accruals associated with our 2008-2011 productivity initiatives. These initiatives were focused on providing additional flexibility to invest for growth and impacted a number of areas, including aggressively managing operating expenses supported by lean techniques; redesigning key processes to drive standardization and effectiveness; better leveraging our size and scale; and driving savings in indirect costs.

Equity Investees

During the three months and year ended December 31, 2013, the Company recorded net charges of $134 million and $159 million, respectively. During the three months and year ended December 31, 2012, the Company recorded net charges of $25 million and net gains of $8 million, respectively. These amounts represent the Company’s proportionate share of unusual or infrequent items recorded by certain of our equity method investees.

CCE Transaction

During the year ended December 31, 2013, the Company reversed charges of $2 million. During the three months and year ended December 31, 2012, the Company reversed charges of $1 million and $6 million, respectively. These reversals were related to previously established accruals associated with the Company's integration of CCE's former North America business.

Transaction Gains/Losses

During the year ended December 31, 2013, the Company recorded a gain of $615 million related to the deconsolidation of our Brazilian bottling operations upon their combination with an independent bottler. Subsequent to this transaction, the Company accounts for our investment in the newly combined Brazilian bottling operations under the equity method of accounting.

During the year ended December 31, 2013, the Company recorded a net loss of $114 million related to our investment in the four bottling partners that merged in July 2013 to form Coca-Cola East Japan Bottling Company, Ltd. ("CCEJ"), through a share exchange.

As a result of the transactions described above in Brazil and Japan, the Company recorded a charge of $60 million during the year ended December 31, 2013. This charge was due to the deferral of the revenue and corresponding gross profit associated with the intercompany portion of our concentrate sales to CCEJ and the newly combined Brazilian bottling operations until the finished beverage products made from those concentrates are sold to a third party.

During the year ended December 31, 2013 the Company recorded a gain of $139 million. During the three months and year ended December 31, 2012, the Company recorded a gain of $92 million. These gains were recognized as a result of Coca-Cola FEMSA, S.A.B. de C.V. ("Coca-Cola FEMSA") issuing additional shares of its own stock during the period at a per share amount greater than the carrying amount of the Company's per share investment. Accordingly, the Company is required to treat these types of transactions as if the Company sold a proportionate share of its investment in the equity method investee.

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Transaction Gains/Losses (continued)

In addition to the items above, during the three months and year ended December 31, 2013, the Company recorded charges of $1 million and $8 million, respectively, due to transaction costs associated with certain of our bottling partners. During the year ended December 31, 2013, the Company recorded a benefit of $1 million due to an adjustment to the Company's loss on the sale of a majority ownership interest in our previously consolidated Philippine bottling operations to Coca-Cola FEMSA in January 2013.

During the three months and year ended December 31, 2012, the Company recorded a gain of $185 million due to the merger of Embotelladora Andina S.A. ("Andina") and Embotelladoras Coca-Cola Polar S.A. ("Polar"), two Latin American bottling partners, with Andina being the acquiring company. The merger of the two companies was a noncash transaction that resulted in Polar shareholders exchanging their existing Polar shares for newly issued shares of Andina at a specified exchange rate. Prior to the merger, the Company held an investment in Andina that was classified as an available-for-sale security, and we also held an investment in Polar that was accounted for under the equity method of accounting. Subsequent to this transaction, the Company holds an investment in Andina that we account for under the equity method of accounting. In addition, the Company recorded a charge of $6 million during the three months and year ended December 31, 2012, due to the elimination of our proportionate share of gross profit in inventory on sales to Andina as a result of the merger.

On December 13, 2012, the Company and Coca-Cola FEMSA executed a share purchase agreement for the sale of a majority ownership interest in our consolidated Philippine bottling operations. This transaction was completed in January 2013. As a result of this agreement, the Company was required to classify our Philippine bottling operations as held for sale, and we recognized a loss of $108 million during the three months and year ended December 31, 2012, based on the agreed upon sale price and related transaction costs.

During the three months and year ended December 31, 2012, the Company recorded a charge of $82 million due to the acquisition of an ownership interest in Mikuni Coca-Cola Bottling Co., Ltd. ("Mikuni") for which we paid a premium over the publicly traded market price. Although the Company paid this premium to obtain specific rights that have an economic and strategic value to the Company, they do not qualify as an asset and were therefore expensed on the acquisition date. The Company accounted for our investment in Mikuni under the equity method of accounting prior to the merger of the four Japanese bottling partners into CCEJ discussed above.

During the three months and year ended December 31, 2012, the Company recognized a net gain of $4 million due to the sale of land held by one of the Company's consolidated bottling operations.

During the three months and year ended December 31, 2012, the Company recorded a charge of $5 million associated with our indemnification of a previously consolidated entity. The impact of this charge effectively reduced the gain the Company recognized when we initially sold the entity.

Certain Tax Matters

During the three months and year ended December 31, 2013, the Company recorded a net tax benefit of $15 million and $35 million, respectively, related to amounts required to be recorded for changes to our uncertain tax positions, including interest and penalties.

During the three months and year ended December 31, 2012, the Company recorded a net tax benefit of $124 million and $150 million, respectively. This benefit was primarily related to the reversal of certain valuation allowances, partially offset by amounts required to be recorded for changes to our uncertain tax positions, including interest and penalties.

Other Items

Impact of Natural Disasters

On October 29, 2012, Hurricane Sandy caused widespread flooding and wind damage across the mid-Atlantic region of the United States, primarily in New York and New Jersey, and as a result the Company experienced lost sales in the impacted areas. In addition, during the three months and year ended December 31, 2012, we recorded charges of $6 million due to the loss or damage of certain fixed assets resulting from the hurricane. During the year ended December 31, 2013, the Company reversed charges of $3 million due to the refinement of previously established accruals related to the loss or damage of certain fixed assets resulting from the hurricane.

Economic (Nondesignated) Hedges

The Company uses derivatives as economic hedges to mitigate the price risk associated with the purchase of materials used in the manufacturing process as well as the purchase of vehicle fuel. Although these derivatives were not designated and/or did not qualify for hedge accounting, they are effective economic hedges. The changes in fair values of these economic hedges are immediately recognized into earnings.

The Company excludes the net impact of mark-to-market adjustments for outstanding hedges and realized gains/losses for settled hedges from our non-GAAP financial information until the period in which the underlying exposure being hedged impacts our condensed consolidated statement of income. We believe this adjustment provides meaningful information related to the impact of our economic hedging activities. During the three months and year ended December 31, 2013, the net impact of the Company's adjustment related to our economic hedging activities described above resulted in a decrease of $23 million and an increase of $72 million, respectively, to our non-GAAP operating income. During the three months and year ended December 31, 2012, the net impact of the Company's adjustment related to our economic hedging activities described above resulted in an increase to our non-GAAP operating income of $82 million and $5 million, respectively.

Early Extinguishment of Long-Term Debt

During the three months and year ended December 31, 2013, the Company recorded charges of $30 million and $53 million, respectively, due to the early extinguishment of certain long-term debt.

Hyperinflationary Economies

During the year ended December 31, 2013, the Company recorded a charge of $149 million related to the devaluation of the Venezuelan bolivar, including our proportionate share of the charge incurred by an equity method investee which has operations in Venezuela.

Fixed Assets

During the three months and year ended December 31, 2013, the Company recorded charges of $11 million and $22 million, respectively, associated with certain of the Company's fixed assets.

Beverage Partners Worldwide and License Agreement with Nestlé S.A.

During the three months ended December 31, 2012, the Company reversed charges of $3 million related to previously established accruals associated with changes in the structure of Beverage Partners Worldwide ("BPW"), our 50/50 joint venture with Nestlé S.A. ("Nestlé") in the ready-to-drink tea category. During the year ended December 31, 2012, the Company recorded net charges of $11 million due to these BPW changes. In addition, as a result of our current U.S. license agreement with Nestlé terminating at the end of 2012, the Company recorded charges of $20 million during the year ended December 31, 2012.

Brazilian Orange Juice

In December 2011, the Company learned that orange juice being imported from Brazil contained residues of carbendazim, a fungicide that is not registered in the U.S. for use on citrus products. As a result, the Company began purchasing additional supplies of Florida orange juice at a higher cost than Brazilian orange juice. During the year ended December 31, 2012, the Company incurred charges of $21 million related to these events, including the increased raw material costs.

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Currency Neutral

Management evaluates the operating performance of our Company and our international subsidiaries on a currency neutral basis. We determine our currency neutral operating results by dividing or multiplying, as appropriate, our current period actual U.S. dollar operating results by the current period actual exchange rates (that include the impact of current period currency hedging activities), to derive our current period local currency operating results. We then multiply or divide, as appropriate, the derived current period local currency operating results by the foreign currency exchange rates (that also include the impact of the comparable prior period currency hedging activities) used to translate the Company's financial statements in the comparable prior year period to determine what the current period U.S. dollar operating results would have been if the foreign currency exchange rates had not changed from the comparable prior year period.

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(UNAUDITED)
(In millions except per share data)

	Three Months Ended December 31, 2013							
	Net operating revenues	Cost of goods sold	Gross profit	Gross margin	Selling, general and administrative expenses	Other operating charges	Operating income	Operating margin
Reported (GAAP)	**$ 11,040**	**$ 4,315**	**$ 6,725**	**60.9%**	**$ 4,319**	**$ 301**	**$ 2,105**	**19.1%**
Items Impacting Comparability:								
Asset Impairments/Restructuring	—	—	—		—	(107)	107	
Productivity & Reinvestment	—	—	—		—	(182)	182	
Productivity Initiatives	—	—	—		—	—	—	
Equity Investees	—	—	—		—	—	—	
CCE Transaction	—	—	—		—	—	—	
Transaction Gains/Losses	—	—	—		—	(1)	1	
Certain Tax Matters	—	—	—		—	—	—	
Other Items	(7)	13	(20)		3	(11)	(12)	
After Considering Items (Non-GAAP)	$ 11,033	$ 4,328	$ 6,705	60.8%	$ 4,322	$ —	$ 2,383	21.6%

	Three Months Ended December 31, 2012							
	Net operating revenues	Cost of goods sold	Gross profit	Gross margin	Selling, general and administrative expenses	Other operating charges	Operating income	Operating margin
Reported (GAAP)	**$ 11,455**	**$ 4,628**	**$ 6,827**	**59.6%**	**$ 4,430**	**$ 214**	**$ 2,183**	**19.1%**
Items Impacting Comparability:								
Asset Impairments/Restructuring	—	—	—		—	(119)	119	
Productivity & Reinvestment	—	—	—		—	(93)	93	
Productivity Initiatives	—	—	—		—	1	(1)	
Equity Investees	—	—	—		—	—	—	
CCE Transaction	—	—	—		—	1	(1)	
Transaction Gains/Losses	6	—	6		—	3	3	
Certain Tax Matters	—	—	—		—	—	—	
Other Items	4	(70)	74		(6)	(7)	87	
After Considering Items (Non-GAAP)	$ 11,465	$ 4,558	$ 6,907	60.2%	$ 4,424	$ —	$ 2,483	21.7%

Currency Neutral:

	Net operating revenues	Cost of goods sold	Gross profit	Selling, general and administrative expenses	Other operating charges	Operating income
% Change — Reported (GAAP)	**(4)**	**(7)**	**(2)**	**(3)**	**40**	**(4)**
% Currency Impact	(2)	(2)	(3)	(2)	—	(6)
% Change — Currency Neutral Reported	(1)	(5)	2	(1)	—	2
% Structural Impact	(5)	(6)	(4)	(4)	—	(4)
% Change — Currency Neutral Reported and Adjusted for Structural Items	4	1	6	3	—	7
% Change — After Considering Items (Non-GAAP)	(4)	(5)	(3)	(2)	—	(4)
% Currency Impact After Considering Items (Non-GAAP)	(2)	(2)	(3)	(2)	—	(6)
% Change — Currency Neutral After Considering Items (Non-GAAP)	(1)	(3)	—	—	—	1
% Structural Impact After Considering Items (Non-GAAP)	(5)	(6)	(4)	(4)	—	(4)
% Change — Currency Neutral After Considering Items and Adjusted for Structural Items (Non-GAAP)	4	3	4	3	—	6

Note: Certain columns may not add due to rounding. Certain growth rates may not recalculate using the rounded dollar amounts provided.

THE COCA-COLA COMPANY AND SUBSIDIARIES

Reconciliation of GAAP and Non-GAAP Financial Measures

(UNAUDITED)

(In millions except per share data)

	Three Months Ended December 31, 2013								
	Interest expense	Equity income (loss) — net	Other income (loss) — net	Income before income taxes	Income taxes	Effective tax rate	Net income (loss) attributable to noncontrolling interests	Net income attributable to shareowners of The Coca-Cola Company	Diluted net income per share[1]
Reported (GAAP)	**$ 149**	**$ 65**	**$ 54**	**$ 2,228**	**$ 520**	**23.3%**	**$ (2)**	**$ 1,710**	**$ 0.38**
Items Impacting Comparability:									
Asset Impairments/Restructuring	—	—	—	107	—		—	107	0.02
Productivity & Reinvestment	—	—	—	182	60		—	122	0.03
Productivity Initiatives	—	—	—	—	1		—	(1)	—
Equity Investees	—	134	—	134	12		—	122	0.03
CCE Transaction	—	—	—	—	—		—	—	—
Transaction Gains/Losses	—	—	—	1	—		—	1	—
Certain Tax Matters	—	—	—	—	15		—	(15)	—
Other Items	(30)	—	—	18	7		—	11	—
After Considering Items (Non-GAAP)	$ 119	$ 199	$ 54	$ 2,670	$ 615	23.0%	$ (2)	$ 2,057	$ 0.46

	Three Months Ended December 31, 2012								
	Interest expense	Equity income (loss) — net	Other income (loss) — net	Income before income taxes	Income taxes	Effective tax rate	Net income (loss) attributable to noncontrolling interests	Net income attributable to shareowners of The Coca-Cola Company	Diluted net income per share[2]
Reported (GAAP)	**$ 95**	**$ 182**	**$ (19)**	**$ 2,377**	**$ 487**	**20.4%**	**$ 24**	**$ 1,866**	**$ 0.41**
Items Impacting Comparability:									
Asset Impairments/Restructuring	—	—	16	135	—		—	135	0.03
Productivity & Reinvestment	—	—	—	93	35		—	58	0.01
Productivity Initiatives	—	—	—	(1)	—		—	(1)	—
Equity Investees	—	25	—	25	4		—	21	—
CCE Transaction	—	—	—	(1)	—		—	(1)	—
Transaction Gains/Losses	—	—	10	13	(28)		—	41	0.01
Certain Tax Matters	—	—	—	—	124		—	(124)	(0.03)
Other Items	—	(3)	—	84	32		—	52	0.01
After Considering Items (Non-GAAP)	$ 95	$ 204	$ 7	$ 2,725	$ 654	24.0%	$ 24	$ 2,047	$ 0.45

	Interest expense	Equity income (loss) — net	Other income (loss) — net	Income before income taxes	Income taxes	Net income (loss) attributable to noncontrolling interests	Net income attributable to shareowners of The Coca-Cola Company	Diluted net income per share
% Change — Reported (GAAP)	**56**	**(64)**	**—**	**(6)**	**7**	**—**	**(8)**	**(7)**
% Change — After Considering Items (Non-GAAP)	24	(2)	612	(2)	(6)	—	—	2

Note: Certain columns may not add due to rounding. Certain growth rates may not recalculate using the rounded dollar amounts provided.

[1] 4,482 million average shares outstanding — diluted

[2] 4,557 million average shares outstanding — diluted

Diluted net income per share growth after considering items impacting comparability for the three months ended December 31, 2013, included an unfavorable currency impact of approximately 5%. Currency neutral diluted net income per share growth after considering items impacting comparability for the three months ended December 31, 2013, is approximately 7%.

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	Year Ended December 31, 2013							
	Net operating revenues	Cost of goods sold	Gross profit	Gross margin	Selling, general and administrative expenses	Other operating charges	Operating income	Operating margin
Reported (GAAP)	**$ 46,854**	**$ 18,421**	**$ 28,433**	**60.7%**	**$ 17,310**	**$ 895**	**$ 10,228**	**21.8%**
Items Impacting Comparability:								
Asset Impairments/Restructuring	—	—	—		—	(383)	383	
Productivity & Reinvestment	—	—	—		—	(494)	494	
Productivity Initiatives	—	—	—		—	2	(2)	
Equity Investees	—	—	—		—	—	—	
CCE Transaction	—	—	—		—	2	(2)	
Transaction Gains/Losses	78	18	60		(5)	(3)	68	
Certain Tax Matters	—	—	—		—	—	—	
Other Items	3	(68)	71		(1)	(19)	91	
After Considering Items (Non-GAAP)	$ 46,935	$ 18,371	$ 28,564	60.9%	$ 17,304	$ —	$ 11,260	24.0%

	Year Ended December 31, 2012							
	Net operating revenues	Cost of goods sold	Gross profit	Gross margin	Selling, general and administrative expenses	Other operating charges	Operating income	Operating margin
Reported (GAAP)	**$ 48,017**	**$ 19,053**	**$ 28,964**	**60.3%**	**$ 17,738**	**$ 447**	**$ 10,779**	**22.4%**
Items Impacting Comparability:								
Asset Impairments/Restructuring	—	—	—		—	(163)	163	
Productivity & Reinvestment	—	—	—		—	(270)	270	
Productivity Initiatives	—	—	—		—	10	(10)	
Equity Investees	—	—	—		—	—	—	
CCE Transaction	—	—	—		—	6	(6)	
Transaction Gains/Losses	6	—	6		—	3	3	
Certain Tax Matters	—	—	—		—	—	—	
Other Items	9	(20)	29		11	(33)	51	
After Considering Items (Non-GAAP)	$ 48,032	$ 19,033	$ 28,999	60.4%	$ 17,749	$ —	$ 11,250	23.4%

Currency Neutral:

	Net operating revenues	Cost of goods sold	Gross profit	Selling, general and administrative expenses	Other operating charges	Operating income
% Change — Reported (GAAP)	**(2)**	**(3)**	**(2)**	**(2)**	**100**	**(5)**
% Currency Impact	(2)	(2)	(2)	(1)	—	(4)
% Change — Currency Neutral Reported	—	(2)	—	(1)	—	(1)
% Structural Impact	(3)	(4)	(2)	(2)	—	(2)
% Change — Currency Neutral Reported and Adjusted for Structural Items	3	3	3	1	—	1
% Change — After Considering Items (Non-GAAP)	(2)	(3)	(2)	(3)	—	—
% Currency Impact After Considering Items (Non-GAAP)	(2)	(2)	(2)	(1)	—	(4)
% Change — Currency Neutral After Considering Items (Non-GAAP)	—	(2)	1	(1)	—	4
% Structural Impact After Considering Items (Non-GAAP)	(3)	(4)	(2)	(2)	—	(2)
% Change — Currency Neutral After Considering Items and Adjusted for Structural Items (Non-GAAP)	3	2	3	1	—	6

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	Year Ended December 31, 2013								
	Interest expense	Equity income (loss) — net	Other income (loss) — net	Income before income taxes	Income taxes	Effective tax rate	Net income attributable to noncontrolling interests	Net income attributable to shareowners of The Coca-Cola Company	Diluted net income per share[1]
Reported (GAAP)	**$ 463**	**$ 602**	**$ 576**	**$11,477**	**$ 2,851**	**24.8%**	**$ 42**	**$ 8,584**	**$ 1.90**
Items Impacting Comparability:									
Asset Impairments/Restructuring	—	—	—	383	—		—	383	0.08
Productivity & Reinvestment	—	—	—	494	175		—	319	0.07
Productivity Initiatives	—	—	—	(2)	—		—	(2)	—
Equity Investees	—	159	—	159	7		—	152	0.03
CCE Transaction	—	—	—	(2)	(1)		—	(1)	—
Transaction Gains/Losses	—	—	(641)	(573)	(307)		—	(266)	(0.06)
Certain Tax Matters	—	—	—	—	35		—	(35)	(0.01)
Other Items	(53)	9	140	293	53		—	240	0.05
After Considering Items (Non-GAAP)	$ 410	$ 770	$ 75	$12,229	$ 2,813	23.0%	$ 42	$ 9,374	$ 2.08

	Year Ended December 31, 2012								
	Interest expense	Equity income (loss) — net	Other income (loss) — net	Income before income taxes	Income taxes	Effective tax rate	Net income attributable to noncontrolling interests	Net income attributable to shareowners of The Coca-Cola Company	Diluted net income per share[2]
Reported (GAAP)	**$ 397**	**$ 819**	**$ 137**	**$11,809**	**$ 2,723**	**23.1%**	**$ 67**	**$ 9,019**	**$ 1.97**
Items Impacting Comparability:									
Asset Impairments/Restructuring	—	—	16	179	—		—	179	0.04
Productivity & Reinvestment	—	—	—	270	100		—	170	0.04
Productivity Initiatives	—	—	—	(10)	(3)		—	(7)	—
Equity Investees	—	(8)	—	(8)	2		—	(10)	—
CCE Transaction	—	—	—	(6)	(2)		—	(4)	—
Transaction Gains/Losses	—	—	(82)	(79)	(61)		—	(18)	—
Certain Tax Matters	—	—	—	—	150		—	(150)	(0.03)
Other Items	—	11	—	62	23		1	38	0.01
After Considering Items (Non-GAAP)	$ 397	$ 822	$ 71	$12,217	$ 2,932	24.0%	$ 68	$ 9,217	$ 2.01

	Interest expense	Equity income (loss) — net	Other income (loss) — net	Income before income taxes	Income taxes	Net income attributable to noncontrolling interests	Net income attributable to shareowners of The Coca-Cola Company	Diluted net income per share
% Change — Reported (GAAP)	**17**	**(27)**	**321**	**(3)**	**5**	**(38)**	**(5)**	**(3)**
% Change — After Considering Items (Non-GAAP)	3	(6)	6	—	(4)	(38)	2	3

Note: Certain columns may not add due to rounding. Certain growth rates may not recalculate using the rounded dollar amounts provided.

[1] 4,509 million average shares outstanding — diluted

[2] 4,584 million average shares outstanding — diluted

Diluted net income per share growth after considering items impacting comparability for the year ended December 31, 2013, included an unfavorable currency impact of approximately 4%. Currency neutral diluted net income per share growth after considering items impacting comparability for the year ended December 31, 2013, is approximately 8%.

THE COCA-COLA COMPANY AND SUBSIDIARIES
Reconciliation of GAAP and Non-GAAP Financial Measures
(UNAUDITED)
(In millions)

Operating Income (Loss) by Segment:

	Three Months Ended December 31, 2013							
	Eurasia & Africa	Europe	Latin America	North America	Pacific	Bottling Investments	Corporate	Consolidated
Reported (GAAP)	**$ 242**	**$ 598**	**$ 699**	**$ 557**	**$ 454**	**$ (71)**	**$ (374)**	**$ 2,105**
Items Impacting Comparability:								
Asset Impairments/Restructuring	—	—	—	—	—	102	5	107
Productivity & Reinvestment	—	50	—	92	10	6	24	182
Productivity Initiatives	—	—	—	—	—	—	—	—
CCE Transaction	—	—	—	—	—	—	—	—
Transaction Gains/Losses	—	—	—	—	—	—	1	1
Other Items	—	—	—	(19)	11	—	(4)	(12)
After Considering Items (Non-GAAP)	$ 242	$ 648	$ 699	$ 630	$ 475	$ 37	$ (348)	$ 2,383

	Three Months Ended December 31, 2012							
	Eurasia & Africa	Europe	Latin America	North America	Pacific	Bottling Investments	Corporate	Consolidated
Reported (GAAP)	**$ 272**	**$ 670**	**$ 715**	**$ 558**	**$ 427**	**$ (29)**	**$ (430)**	**$ 2,183**
Items Impacting Comparability:								
Asset Impairments/Restructuring	—	—	—	—	—	119	—	119
Productivity & Reinvestment	—	1	—	70	2	—	20	93
Productivity Initiatives	—	(1)	—	—	—	—	—	(1)
CCE Transaction	—	—	—	(1)	—	—	—	(1)
Transaction Gains/Losses	—	—	—	—	—	—	3	3
Other Items	—	—	—	86	(1)	—	2	87
After Considering Items (Non-GAAP)	$ 272	$ 670	$ 715	$ 713	$ 428	$ 90	$ (405)	$ 2,483

Currency Neutral Operating Income (Loss) by Segment:

	Eurasia & Africa	Europe	Latin America	North America	Pacific	Bottling Investments	Corporate	Consolidated
% Change — Reported (GAAP)	**(11)**	**(11)**	**(2)**	**—**	**7**	**(153)**	**13**	**(4)**
% Currency Impact	(8)	2	(16)	—	(4)	(16)	2	(6)
% Change — Currency Neutral Reported	(3)	(13)	13	—	11	(137)	11	2
% Change — After Considering Items (Non-GAAP)	(11)	(3)	(2)	(12)	11	(59)	14	(4)
% Currency Impact After Considering Items (Non-GAAP)	(8)	2	(16)	—	(5)	1	1	(6)
% Change — Currency Neutral After Considering Items (Non-GAAP)	(2)	(6)	13	(12)	16	(60)	13	1

Note: Certain columns may not add due to rounding. Certain growth rates may not recalculate using the rounded dollar amounts provided.

THE COCA-COLA COMPANY AND SUBSIDIARIES
Reconciliation of GAAP and Non-GAAP Financial Measures
(UNAUDITED)
(In millions)

Operating Income (Loss) by Segment:

	Year Ended December 31, 2013							
	Eurasia & Africa	Europe	Latin America	North America	Pacific	Bottling Investments	Corporate	Consolidated
Reported (GAAP)	**$ 1,087**	**$ 2,859**	**$ 2,908**	**$ 2,432**	**$ 2,478**	**$ 115**	**$ (1,651)**	**$ 10,228**
Items Impacting Comparability:								
Asset Impairments/Restructuring	—	—	—	—	—	188	195	383
Productivity & Reinvestment	2	57	—	282	26	6	121	494
Productivity Initiatives	—	—	—	—	(1)	—	(1)	(2)
CCE Transaction	—	—	—	(2)	—	—	—	(2)
Transaction Gains/Losses	—	—	5	—	55	—	8	68
Other Items	—	—	—	66	22	(1)	4	91
After Considering Items (Non-GAAP)	$ 1,089	$ 2,916	$ 2,913	$ 2,778	$ 2,580	$ 308	$ (1,324)	$ 11,260

	Year Ended December 31, 2012							
	Eurasia & Africa	Europe	Latin America	North America	Pacific	Bottling Investments	Corporate	Consolidated
Reported (GAAP)	**$ 1,078**	**$ 2,960**	**$ 2,879**	**$ 2,597**	**$ 2,516**	**$ 140**	**$ (1,391)**	**$ 10,779**
Items Impacting Comparability:								
Asset Impairments/Restructuring	(1)	—	—	—	—	164	—	163
Productivity & Reinvestment	1	1	—	227	3	—	38	270
Productivity Initiatives	—	(4)	—	—	(1)	—	(5)	(10)
CCE Transaction	—	—	—	(6)	—	—	—	(6)
Transaction Gains/Losses	—	—	—	—	—	—	3	3
Other Items	—	—	—	38	(1)	6	8	51
After Considering Items (Non-GAAP)	$ 1,078	$ 2,957	$ 2,879	$ 2,856	$ 2,517	$ 310	$ (1,347)	$ 11,250

Currency Neutral Operating Income (Loss) by Segment:

	Eurasia & Africa	Europe	Latin America	North America	Pacific	Bottling Investments	Corporate	Consolidated
% Change — Reported (GAAP)	**1**	**(3)**	**1**	**(6)**	**(2)**	**(18)**	**(19)**	**(5)**
% Currency Impact	(8)	—	(10)	—	(2)	(8)	2	(4)
% Change — Currency Neutral Reported	9	(3)	11	(6)	1	(11)	(20)	(1)
% Change — After Considering Items (Non-GAAP)	1	(1)	1	(3)	2	(1)	2	—
% Currency Impact After Considering Items (Non-GAAP)	(8)	—	(10)	—	(3)	(1)	1	(4)
% Change — Currency Neutral After Considering Items (Non-GAAP)	9	(1)	12	(3)	6	—	—	4

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THE COCA-COLA COMPANY AND SUBSIDIARIES

Reconciliation of GAAP and Non-GAAP Financial Measures

(UNAUDITED)

Operating Expense Leverage:

	Three Months Ended December 31, 2013		
	Operating income	Gross profit	Operating expense leverage[1]
% Change — Reported (GAAP)	**(4)**	**(2)**	**(2)**
% Change — Currency Neutral Reported	2	2	1
% Change — Currency Neutral Reported and Adjusted for Structural Items	7	6	1
% Change — After Considering Items (Non-GAAP)	(4)	(3)	(1)
% Change — Currency Neutral After Considering Items (Non-GAAP)	1	—	1
% Change — Currency Neutral After Considering Items and Adjusted for Structural Items (Non-GAAP)	6	4	2

	Year Ended December 31, 2013		
	Operating income	Gross profit	Operating expense leverage[1]
% Change — Reported (GAAP)	**(5)**	**(2)**	**(3)**
% Change — Currency Neutral Reported	(1)	—	(1)
% Change — Currency Neutral Reported and Adjusted for Structural Items	1	3	(2)
% Change — After Considering Items (Non-GAAP)	—	(2)	2
% Change — Currency Neutral After Considering Items (Non-GAAP)	4	1	3
% Change — Currency Neutral After Considering Items and Adjusted for Structural Items (Non-GAAP)	6	3	3

Note: Certain rows may not add due to rounding.

[1] Operating expense leverage is calculated by subtracting gross profit growth from operating income growth.

THE COCA-COLA COMPANY AND SUBSIDIARIES
Reconciliation of GAAP and Non-GAAP Financial Measures
(UNAUDITED)
(In millions)

Purchases and Issuances of Stock:

	Year Ended December 31, 2013	Year Ended December 31, 2012
Reported (GAAP)		
Issuances of Stock	$ 1,328	$ 1,489
Purchases of Stock for Treasury	(4,832)	(4,559)
Net Change in Stock Issuance Receivables[1]	—	8
Net Change in Treasury Stock Payables[2]	(5)	(1)
Net Treasury Share Repurchases (Non-GAAP)	$ (3,509)	$ (3,063)

[1] Represents the net change in receivables related to employee stock options exercised but not settled prior to the end of the year.
[2] Represents the net change in payables for treasury shares repurchased but not settled prior to the end of the year.