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"). To supplement our consolidated financial statements reported on a GAAP basis, we provide the following non-GAAP financial measures: "comparable net revenues", "comparable currency neutral net revenues", "organic revenues", "comparable operating margin", "underlying operating margin", "comparable operating income", "comparable currency neutral operating income", "comparable EPS", "comparable currency neutral EPS", "underlying effective tax rate", "free cash flow" and "net share issuances (repurchases)", each of which are defined below. Management believes these non-GAAP financial measures provide investors with additional meaningful financial information that should be considered when assessing our underlying business performance and trends. Further, management believes these non-GAAP financial measures also enhance investors' ability to compare period-to-period financial results. 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 measures do not represent a comprehensive basis of accounting. Therefore, our non-GAAP financial measures may not be comparable to similarly titled measures reported by other companies. Reconciliations of each of these non-GAAP financial measures to GAAP information are also included. Management uses these non-GAAP financial measures in making financial, operating, compensation and planning decisions and in evaluating the company's performance. Disclosing these non-GAAP financial measures allows investors and management to view our operating results excluding the impact of items that are not reflective of the underlying operating performance.

DEFINITIONS

- "Currency neutral operating results" are determined 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.
- "Structural changes" generally refer to acquisitions and divestitures of bottling and distribution operations including the impact of intercompany transactions among our operating segments. In 2019, the company acquired controlling interests in bottling operations in Zambia, Eswatini and Kenya. In 2018, the company acquired controlling interests in the Philippine bottling operations and Oman bottling operations, both of which were previously accounted for as equity method investees, as well as controlling interests in bottling operations in Zambia and Botswana. The impact of these acquisitions has been included as a structural change in our analysis of net operating revenues on a consolidated basis as well as for the Europe, Middle East and Africa, Asia Pacific and Bottling Investments operating segments. In 2019, the company refranchised certain of its bottling operations in India. In 2018, the company refranchised our Canadian and Latin American bottling operations. The impact of these refranchising activities has been included as a structural change in our analysis of net operating revenues on a consolidated basis as well as for the Asia Pacific, North America, Latin America and Bottling Investments operating segments.
- "Comparable net revenues" is a non-GAAP financial measure that excludes or has otherwise been adjusted for items impacting comparability (discussed further below). "Comparable currency neutral net revenues" is a non-GAAP financial measure that excludes or has otherwise been adjusted for items impacting comparability (discussed further below) as well as the impact of changes in foreign currency exchange rates. Management believes the comparable net revenues (non-GAAP) growth measure and the comparable currency neutral net revenues (non-GAAP) growth measure provide investors with useful supplemental information to enhance their understanding of the company's revenue performance and trends by improving their ability to compare our period-to-period results. "Organic revenues" is a non-GAAP financial measure that excludes or has otherwise been adjusted for the impact of acquisitions, divestitures and structural changes, as applicable, and the impact of changes in foreign currency exchange rates. Management believes the organic revenue (non-GAAP) growth measure provides users with useful supplemental information regarding the company's ongoing revenue performance and trends by presenting revenue growth excluding the impact of foreign exchange as well as the impact of acquisitions, divestitures and structural changes. The adjustments related to acquisitions, divestitures and structural changes for the years ended December 31, 2019 and December 31, 2018 consisted of the structural changes discussed above. Additionally, in

2019, the company acquired Costa Limited ("Costa"). The impact of this acquisition has been included in acquisitions and divestitures in our analysis of net operating revenues on a consolidated basis as well as for the Global Ventures operating segment. In 2019, the company also acquired the remaining equity interest in C.H.I. Limited ("CHI"). The impact of this acquisition has been included in acquisitions and divestitures in our analysis of net operating revenues on a consolidated basis as well as for the Europe, Middle East and Africa operating segment.

- "Comparable operating income" is a non-GAAP financial measure that excludes or has otherwise been adjusted for items impacting comparability (discussed further below). "Comparable currency neutral operating income" is a non-GAAP financial measure that excludes or has otherwise been adjusted for items impacting comparability (discussed further below) and the impact of changes in foreign currency exchange rates. "Comparable operating margin" is a non-GAAP financial measure that excludes or has otherwise been adjusted for items impacting comparability (discussed further below). "Underlying operating margin" is a non-GAAP financial measure that excludes or has otherwise been adjusted for items impacting comparability (discussed further below), the impact of changes in foreign currency exchange rates, and the impact of acquisitions, divestitures and structural changes, as applicable. Management uses these non-GAAP financial measures to evaluate the company's performance and make resource allocation decisions. Further, management believes the comparable operating income (non-GAAP) growth measure, comparable currency neutral operating income (non-GAAP) growth measure, comparable operating margin (non-GAAP) measure and underlying operating margin (non-GAAP) measure enhance its ability to communicate the underlying operating results and provide investors with useful supplemental information to enhance their understanding of the company's underlying business performance and trends by improving their ability to compare our period-to-period financial results.

- "Comparable EPS" and "comparable currency neutral EPS" are non-GAAP financial measures that exclude or have otherwise been adjusted for items impacting comparability (discussed further below). Comparable currency neutral EPS (non-GAAP) has also been adjusted for the impact of changes in foreign currency exchange rates. Management uses these non-GAAP financial measures to evaluate the company's performance and make resource allocation decisions. Further, management believes the comparable EPS (non-GAAP) and comparable currency neutral EPS (non-GAAP) growth measures enhance its ability to communicate the underlying operating results and provide investors with useful supplemental information to enhance their understanding of the company's underlying business performance and trends by improving their ability to compare our period-to-period financial results.

- "Underlying effective tax rate" is a non-GAAP financial measure that represents the estimated annual effective income tax rate on income before income taxes, which excludes or has otherwise been adjusted for items impacting comparability (discussed further below).

- "Free cash flow" is a non-GAAP financial measure that represents net cash provided by operating activities less purchases of property, plant and equipment. Management uses this non-GAAP financial measure to evaluate the company's performance and make resource allocation decisions.

- "Net share issuances (repurchases)" is a non-GAAP financial measure that reflects the net amount of issuances of stock or purchases of stock for treasury after considering the net change in stock issuance receivables (related to employee stock options exercised but not settled prior to the end of the period) and the net change in treasury stock payables (for treasury shares repurchased but not settled prior to the end of the period).

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, compensation 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 pertaining to different and unrelated underlying activities or events across comparable periods, are generally considered "items impacting comparability." Items impacting comparability include, but are not limited to, asset impairments, charges related to our productivity and reinvestment initiatives, and transaction gains/losses, in each case when exceeding a U.S. dollar threshold. Also included are our proportionate share of similar items incurred by our equity method investees, timing differences related to our economic (nondesignated) hedging activities, and timing differences related to unrealized mark-to-market adjustments of equity securities and trading debt securities, regardless of size. In addition, we provide the impact that changes in foreign currency exchange rates had on our financial results ("currency neutral operating results" defined above).

Asset Impairments

During the year ended December 31, 2019, the company recorded other-than-temporary impairment charges of $406 million related to Coca-Cola Bottlers Japan Holdings Inc. ("CCBJHI"), an equity method investee. Based on the extent to which the market value of our investment in CCBJHI has been less than our carrying value and the financial condition and near-term prospects of the issuer, management determined that the decline in fair value was other than temporary in nature. During the year ended December 31, 2019, we also recorded other-than-temporary impairment charges of $255 million related to certain equity method investees in the Middle East. These impairment charges were primarily driven by revised projections of future operating results largely related to instability in the region and changes in local excise taxes. In addition, during the year ended December 31, 2019, we recorded other-than-temporary impairment charges of $57 million related to one of our equity method investees in North America and $49 million related to one of our equity method investees in Latin America. These impairment charges were primarily driven by revised projections of future operating results.

During the year ended December 31, 2019, the company recorded an impairment charge of $42 million related to a trademark in Asia Pacific, which was primarily driven by revised projections of future operating results for the trademark.

During the year ended December 31, 2018, the company recorded charges of $450 million related to the impairment of Coca-Cola Refreshments ("CCR") assets primarily as a result of management's view of the proceeds that were expected to be received for the remaining bottling territories upon their refranchising. These charges were determined by comparing the fair values of the assets to their carrying values.

During the three months and year ended December 31, 2018, the company recorded other-than-temporary impairment charges of $334 million related to certain equity method investees in the Middle East. These impairment charges were primarily driven by revised projections of future operating results largely due to instability in the region, which include sanctions imposed locally. In addition, during the year ended December 31, 2018, the company recorded a charge of $205 million related to an equity method investee in Indonesia. This impairment charge was primarily driven by revised projections of future operating results reflecting unfavorable macroeconomic conditions and foreign currency exchange rate fluctuations. During the year ended December 31, 2018, we also recorded an impairment charge of $52 million related to one of our equity method investees in Latin America. This impairment charge was primarily driven by revised projections of future operating results.

Productivity and Reinvestment

During the three months and year ended December 31, 2019, the company recorded charges of $80 million and $264 million, respectively, related to our productivity and reinvestment initiatives. During the three months and year ended December 31, 2018, the company recorded charges of $131 million and $508 million, respectively, related to our productivity and reinvestment initiatives. These charges included $4 million and $68 million during the three months and year ended December 31, 2018, respectively, due to pension settlements. These initiatives are focused on four key areas: restructuring the company's global supply chain; implementing zero-based work, an evolution of zero-based budget principles across the organization; streamlining and simplifying the company's operating model; and further driving increased discipline and efficiency in direct marketing investments. Under this operating model, our business units will be supported by an expanded enabling services organization and a corporate center focused on a few strategic initiatives, policy and governance. The expanded enabling services organization will focus on both simplifying and standardizing key transactional processes and providing support to business units through global centers of excellence. The savings realized from the program will enable the company to fund marketing initiatives and innovation required to deliver sustainable net revenue growth. The savings will also support margin expansion and increased returns on invested capital over time.

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

Equity Investees

During the three months and year ended December 31, 2019, the company recorded a net gain of $7 million and a net charge of $100 million, respectively. During the three months and year ended December 31, 2018, the company recorded net charges of $46 million and $111 million, respectively. These amounts represent the company's proportionate share of significant operating and nonoperating items recorded by certain of our equity method investees.

Transaction Gains/Losses

During the year ended December 31, 2019, the company recognized a gain of $739 million on the sale of a retail and office building in New York City.

During the year ended December 31, 2019, the company recorded an adjustment to reduce the carrying amount of Coca-Cola Beverages Africa's ("CCBA") fixed assets and definite-lived intangible assets by $160 million as a result of the company's change in plans for CCBA as it now intends to maintain its controlling stake in CCBA for the foreseeable future. During the year ended December 31, 2018, the company recorded an impairment charge of $554 million related to assets held by CCBA. This charge was incurred primarily as a result of management's view of the proceeds that were expected to be received based on revised projections of future operating results and foreign currency exchange rate fluctuations.

During the three months and year ended December 31, 2019, the company recorded a net gain of $73 million due to the refranchising of certain bottling operations in India. During the year ended December 31, 2018, the company recorded a net gain of $47 million due to the refranchising of our Latin American bottling operations.

During the three months and year ended December 31, 2019, the company recorded a gain of $2 million and a net charge of $105 million, respectively, related to North America refranchising. These items were primarily related to post-closing adjustments as contemplated by the related agreements. During the three months and year ended December 31, 2018, the company recorded net charges of $97 million and $476 million, respectively, related to the refranchising of certain bottling territories in North America.

During the year ended December 31, 2019, the company recorded charges of $4 million. During the three months and year ended December 31, 2018, the company recorded charges of $1 million and $34 million, respectively. These charges were primarily related to payments made to certain of our unconsolidated bottling partners in North America in order to convert their bottling agreements to a comprehensive beverage agreement with additional requirements.

During the three months and year ended December 31, 2019, the company recognized a gain of $3 million and a net loss of $118 million, respectively, in conjunction with our acquisition of the remaining equity ownership interest in CHI, which included the remeasurement of our previously held equity interest in CHI to fair value and the reversal of the related cumulative translation adjustments.

During the year ended December 31, 2019, the company incurred $46 million of transaction costs associated with the purchase of Costa, which we acquired in January 2019. During the year ended December 31, 2019, the company also recorded charges of $8 million for noncapitalizable transaction costs. During the three months and year ended December 31, 2018, the company recorded charges of $10 million and $19 million, respectively, for noncapitalizable transaction costs.

During the year ended December 31, 2019, the company recorded a gain of $39 million related to the sale of a portion of our equity ownership interest in Embotelladora Andina S.A. The company also recorded a net loss of $74 million and a net gain of $296 million during the three months and year ended December 31, 2018, respectively, related to the sale of our equity ownership in Corporación Lindley S.A.

The company recorded charges of $34 million and $95 million during the three months and year ended December 31, 2019, respectively. The company also recorded charges of $22 million and $139 million during the three months and year ended December 31, 2018, respectively. The charges primarily related to costs incurred to refranchise certain of our North America bottling operations. These costs include, among other items, internal and external costs for individuals directly working on the refranchising efforts, severance, special termination benefits, and costs associated with the implementation of information technology systems to facilitate consistent data standards and availability throughout our bottling systems. In addition, as a result of these refranchising activities, the company recorded a gain of $2 million related to settlements of other postretirement benefit plans during the three months and year ended December 31, 2019 and charges of $102 million and $149 million due to pension settlements during the three months and year ended December 31, 2018, respectively.

During the three months and year ended December 31, 2018, the company recorded a net loss of $32 million related to acquiring a controlling interest in the Philippine bottling operations, which included the remeasurement of our previously held equity interest in the Philippine bottling operations to fair value and the reversal of the related cumulative translation adjustments.

During the year ended December 31, 2018, the company recorded charges of $33 million primarily related to the reversal of the cumulative translation adjustments resulting from the substantial liquidation of the company's former Russian juice operations.

CCBA Unrecognized Depreciation and Amortization

These amounts represent the depreciation and amortization that the company would have recorded during the periods presented had CCBA not been classified as held for sale.

Other Items

Economic (Nondesignated) Hedges

The company uses derivatives as economic hedges primarily to mitigate the foreign exchange risk for certain currencies and 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. Management believes this adjustment provides meaningful information related to the impact of our economic hedging activities. During the three months and year ended December 31, 2019, the net impact of the company's adjustment related to our economic hedging activities resulted in a decrease of $20 million and an increase of $12 million, respectively, to our non-GAAP income before income taxes.

During the three months and year ended December 31, 2018, the net impact of the company's adjustment related to our economic hedging activities resulted in increases of $162 million and $117 million, respectively, to our non-GAAP income before income taxes. These adjustments include net losses of $120 million and $79 million during the three months and year ended December 31, 2018, respectively, related to economic hedging activity associated with the purchase of Costa, which we acquired in January 2019.

Unrealized Gains and Losses on Equity and Trading Debt Securities

The company excludes the net impact of unrealized gains and losses resulting from mark-to-market adjustments on our equity and trading debt securities from our non-GAAP financial information until the period in which the underlying securities are sold and the associated gains or losses are realized. Management believes this adjustment provides meaningful information related to the impact of our investments in equity and trading debt securities. During the three months and year ended December 31, 2019, the net impact of the company's adjustment related to unrealized gains and losses on our equity and trading debt securities resulted in decreases of $44 million and $199 million, respectively, to our non-GAAP income before income taxes. During the three months and year ended December 31, 2018, the net impact of the company's adjustment related to unrealized gains and losses on our equity and trading debt securities resulted in increases of $288 million and $328 million, respectively, to our non-GAAP income before income taxes.

Other

During the year ended December 31, 2019, the company recorded other charges of $3 million. During the three months and year ended December 31, 2018, the company recorded other charges of $2 million and $33 million, respectively. These charges were primarily related to tax litigation expense.

During the year ended December 31, 2018, the company recorded a net gain of $27 million related to the early extinguishment of long-term debt.

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

Certain Tax Matters

During the three months and year ended December 31, 2019, the company recorded an income tax benefit of $51 million and $280 million, respectively, primarily associated with return to provision adjustments. During the three months and year ended December 31, 2019, the company also recorded $15 million and $96 million, respectively, of excess tax benefits associated with the company's stock-based compensation arrangements. During the three months and year ended December 31, 2019, the company recorded an income tax benefit of $65 million and $146 million, respectively, related to the reversal of valuation allowances. During the three months and year ended December 31, 2019, the company recorded net tax charges of $45 million and $191 million, respectively, for changes to our uncertain tax positions, including interest and penalties, as well as for agreed-upon tax matters.

During the three months and year ended December 31, 2018, the company recorded a net tax charge of $11 million and a net tax benefit of $103 million, respectively, associated with the company's stock-based compensation arrangements. In addition, during the three months and year ended December 31, 2018, the company recorded a net tax benefit of $42 million and a net tax charge of $3 million, respectively, for changes to our uncertain tax positions, including interest and penalties, as well as for agreed-upon tax matters. During the three months and year ended December 31, 2018, the company recorded a net tax benefit of $1 million and a net tax charge of $8 million, respectively, primarily as a result of adjustments to our provisional remeasurement of deferred taxes as well as remeasurement of the transition tax liability recorded related to the Tax Cuts and Jobs Act signed into law on December 22, 2017.

2020 OUTLOOK

The 2020 outlook information provided includes forward-looking non-GAAP financial measures, which management uses in measuring performance. The company is not able to reconcile full year 2020 projected organic revenues (non-GAAP) to full year 2020 projected reported net revenues, full year 2020 projected comparable currency neutral operating income (non-GAAP) to full year 2020 projected reported operating income, or full year 2020 projected comparable EPS (non-GAAP) to full year 2020 projected reported EPS without unreasonable efforts because it is not possible to predict with a reasonable degree of certainty the actual impact of changes in foreign currency exchange rates; the exact timing and amount of acquisitions, divestitures and/or structural changes; and the exact timing and amount of comparability items throughout 2020. The unavailable information could have a significant impact on full year 2020 GAAP financial results.

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, 2019	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)	**$ 9,068**	**$ 3,566**	**$ 5,502**	**60.7%**	**$ 3,224**	**$ 114**	**$ 2,164**	**23.9%**
Items Impacting Comparability:								
Asset Impairments	—	—	—		—	—	—	
Productivity and Reinvestment	—	—	—		—	(80)	80	
Equity Investees	—	—	—		—	—	—	
Transaction Gains/Losses	—	—	—		—	(34)	34	
CCBA Unrecognized Depreciation and Amortization	—	—	—		—	—	—	
Other Items	17	39	(22)		—	—	(22)	
Certain Tax Matters	—	—	—		—	—	—	
Comparable (Non-GAAP)	$ 9,085	$ 3,605	$ 5,480	60.3%	$ 3,224	$ —	$ 2,256	24.8%

Three Months Ended December 31, 2018	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)	**$ 7,806**	**$ 3,102**	**$ 4,704**	**60.3%**	**$ 2,716**	**$ 163**	**$ 1,825**	**23.4%**
Items Impacting Comparability:								
Asset Impairments	—	—	—		—	—	—	
Productivity and Reinvestment	—	—	—		—	(127)	127	
Equity Investees	—	—	—		—	—	—	
Transaction Gains/Losses	—	—	—		—	(32)	32	
CCBA Unrecognized Depreciation and Amortization	—	21	(21)		68	—	(89)	
Other Items	(1)	(40)	39		—	(4)	43	
Certain Tax Matters	—	—	—		—	—	—	
Comparable (Non-GAAP)	$ 7,805	$ 3,083	$ 4,722	60.5%	$ 2,784	$ —	$ 1,938	24.8%

	Net operating revenues	Cost of goods sold	Gross profit	Selling, general and administrative expenses	Other operating charges	Operating income
% Change — Reported (GAAP)	**16**	**15**	**17**	**19**	**(30)**	**19**
% Currency Impact	(2)	1	(4)	(1)	—	(8)
% Change — Currency Neutral (Non-GAAP)	18	14	21	20	—	27
% Change — Comparable (Non-GAAP)	16	17	16	16	—	16
% Comparable Currency Impact (Non-GAAP)	(2)	1	(4)	(1)	—	(7)
% Change — Comparable Currency Neutral (Non-GAAP)	18	16	20	17	—	23

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, 2019							
	Interest expense	Equity income (loss) — net	Other income (loss) — net	Income before income taxes	Income taxes[1]	Effective tax rate	Net income[2]	Diluted net income per share
Reported (GAAP)	**$ 235**	**$ 241**	**$ 115**	**$ 2,420**	**$ 355**	**14.7%**	**$ 2,042**	**$ 0.47**
Items Impacting Comparability:								
Asset Impairments	—	—	—	—	—		—	—
Productivity and Reinvestment	—	—	—	80	18		62	0.01
Equity Investees	—	(7)	—	(7)	—		(7)	—
Transaction Gains/Losses	—	—	(80)	(46)	7		(53)	(0.01)
CCBA Unrecognized Depreciation and Amortization	—	—	—	—	—		—	—
Other Items	—	—	(42)	(64)	(12)		(52)	(0.01)
Certain Tax Matters	—	—	—	—	86		(86)	(0.02)
Comparable (Non-GAAP)	$ 235	$ 234	$ (7)	$ 2,383	$ 454	19.0%	$ 1,906	$ 0.44

	Three Months Ended December 31, 2018							
	Interest expense	Equity income (loss) — net	Other income (loss) — net	Income before income taxes	Income taxes[1]	Effective tax rate	Net income[2]	Diluted net income per share
Reported (GAAP)	**$ 253**	**$ 195**	**$ (981)**	**$ 965**	**$ 38**	**4.0%**	**$ 870**	**$ 0.20**
Items Impacting Comparability:								
Asset Impairments	—	—	334	334	—		334	0.08
Productivity and Reinvestment	—	—	4	131	32		99	0.02
Equity Investees	—	46	—	46	2		44	0.01
Transaction Gains/Losses	—	—	306	338	78		260	0.06
CCBA Unrecognized Depreciation and Amortization	—	—	—	(89)	(24)		(41)	(0.01)
Other Items	—	—	411	454	109		345	0.08
Certain Tax Matters	—	—	—	—	32		(32)	(0.01)
Comparable (Non-GAAP)	$ 253	$ 241	$ 74	$ 2,179	$ 267	12.2%	$ 1,879	$ 0.44

	Interest expense	Equity income (loss) — net	Other income (loss) — net	Income before income taxes	Income taxes[1]	Net income[2]	Diluted net income per share
% Change — Reported (GAAP)	**(7)**	**24**	**—**	**151**	**815**	**135**	**134**
% Change — Comparable (Non-GAAP)	(7)	(2)	—	9	70	1	1

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

[1] The income tax adjustments are the calculated income tax benefits (charges) at the applicable tax rate for each of the items impacting comparability with the exception of certain tax matters previously discussed.
[2] Represents net income attributable to shareowners of The Coca-Cola Company.

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, 2019							
	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)	**$ 37,266**	**$ 14,619**	**$ 22,647**	**60.8%**	**$ 12,103**	**$ 458**	**$ 10,086**	**27.1%**
Items Impacting Comparability:								
Asset Impairments	—	—	—		—	(42)	42	
Productivity and Reinvestment	—	—	—		—	(264)	264	
Equity Investees	—	—	—		—	—	—	
Transaction Gains/Losses	—	—	—		—	(149)	149	
CCBA Unrecognized Depreciation and Amortization	—	39	(39)		109	—	(148)	
Other Items	14	1	13		—	(3)	16	
Certain Tax Matters	—	—	—		—	—	—	
Comparable (Non-GAAP)	$ 37,280	$ 14,659	$ 22,621	60.7%	$ 12,212	$ —	$ 10,409	27.9%

	Year Ended December 31, 2018							
	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)	**$ 34,300**	**$ 13,067**	**$ 21,233**	**61.9%**	**$ 11,002**	**$ 1,079**	**$ 9,152**	**26.7%**
Items Impacting Comparability:								
Asset Impairments	—	—	—		—	(450)	450	
Productivity and Reinvestment	—	—	—		—	(440)	440	
Equity Investees	—	—	—		—	—	—	
Transaction Gains/Losses	—	—	—		—	(158)	158	
CCBA Unrecognized Depreciation and Amortization	—	92	(92)		280	—	(372)	
Other Items	(9)	(34)	25		(2)	(31)	58	
Certain Tax Matters	—	—	—		—	—	—	
Comparable (Non-GAAP)	$ 34,291	$ 13,125	$ 21,166	61.7%	$ 11,280	$ —	$ 9,886	28.8%

	Net operating revenues	Cost of goods sold	Gross profit	Selling, general and administrative expenses	Other operating charges	Operating income
% Change — Reported (GAAP)	**9**	**12**	**7**	**10**	**(58)**	**10**
% Currency Impact	(4)	(2)	(6)	(4)	—	(9)
% Change — Currency Neutral (Non-GAAP)	13	14	12	14	—	19
% Change — Comparable (Non-GAAP)	9	12	7	8	—	5
% Comparable Currency Impact (Non-GAAP)	(4)	(2)	(6)	(4)	—	(8)
% Change — Comparable Currency Neutral (Non-GAAP)	13	14	13	12	—	13

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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, 2019							
	Interest expense	Equity income (loss) — net	Other income (loss) — net	Income before income taxes	Income taxes[1]	Effective tax rate	Net income[2]	Diluted net income per share
Reported (GAAP)	**$ 946**	**$ 1,049**	**$ 34**	**$ 10,786**	**$ 1,801**	**16.7%**	**$ 8,920**	**$ 2.07**
Items Impacting Comparability:								
Asset Impairments	—	—	767	809	36		773	0.18
Productivity and Reinvestment	—	—	—	264	61		203	0.05
Equity Investees	—	100	—	100	4		96	0.02
Transaction Gains/Losses	—	—	(466)	(317)	41		(343)	(0.08)
CCBA Unrecognized Depreciation and Amortization	—	—	—	(148)	(42)		(67)	(0.02)
Other Items	—	—	(200)	(184)	(37)		(147)	(0.03)
Certain Tax Matters	—	—	—	—	331		(331)	(0.08)
Comparable (Non-GAAP)	$ 946	$ 1,149	$ 135	$ 11,310	$ 2,195	19.4%	$ 9,104	$ 2.11

	Year Ended December 31, 2018							
	Interest expense	Equity income (loss) — net	Other income (loss) — net	Income before income taxes	Income taxes[1]	Effective tax rate	Net income[2]	Diluted net income per share
Reported (GAAP)	**$ 950**	**$ 1,008**	**$(1,674)**	**$ 8,225**	**$ 1,749**	**21.3%**	**$ 6,434**	**$ 1.50**
Items Impacting Comparability:								
Asset Impairments	—	—	591	1,041	116		925	0.22
Productivity and Reinvestment	—	—	68	508	120		388	0.09
Equity Investees	—	111	—	111	(9)		120	0.03
Transaction Gains/Losses	—	—	935	1,093	4		1,011	0.24
CCBA Unrecognized Depreciation and Amortization	—	—	—	(372)	(105)		(170)	(0.04)
Other Items	27	—	418	449	110		339	0.08
Certain Tax Matters	—	—	—	—	92		(92)	(0.02)
Comparable (Non-GAAP)	$ 977	$ 1,119	$ 338	$ 11,055	$ 2,077	18.8%	$ 8,955	$ 2.08

	Interest expense	Equity income (loss) — net	Other income (loss) — net	Income before income taxes	Income taxes[1]	Net income[2]	Diluted net income per share
% Change — Reported (GAAP)	**0**	**4**	**—**	**31**	**3**	**39**	**38**
% Change — Comparable (Non-GAAP)	(3)	3	(60)	2	6	2	1

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

[1] The income tax adjustments are the calculated income tax benefits (charges) at the applicable tax rate for each of the items impacting comparability with the exception of certain tax matters previously discussed.
[2] Represents net income attributable to shareowners of The Coca-Cola Company.

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

Diluted Net Income Per Share:

	Three Months Ended December 31, 2019
% Change — Reported (GAAP)	**134**
% Currency Impact	(9)
% Change — Currency Neutral (Non-GAAP)	143
% Impact of Items Impacting Comparability (Non-GAAP)	133
% Change — Comparable (Non-GAAP)	1
% Comparable Currency Impact (Non-GAAP)	(8)
% Change — Comparable Currency Neutral (Non-GAAP)	9

	Year Ended December 31, 2019
% Change — Reported (GAAP)	**38**
% Currency Impact	(11)
% Change — Currency Neutral (Non-GAAP)	49
% Impact of Items Impacting Comparability (Non-GAAP)	37
% Change — Comparable (Non-GAAP)	1
% Comparable Currency Impact (Non-GAAP)	(8)
% Change — Comparable Currency Neutral (Non-GAAP)	9

Note: Certain columns may not add due to rounding.

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

Net Operating Revenues by Operating Segment and Corporate:

	Three Months Ended December 31, 2019								
	Europe, Middle East & Africa	Latin America	North America	Asia Pacific	Global Ventures	Bottling Investments	Corporate	Eliminations	Consolidated
Reported (GAAP)	**$ 1,528**	**$ 1,174**	**$ 2,932**	**$ 1,138**	**$ 713**	**$ 1,920**	**$ 15**	**$ (352)**	**$ 9,068**
Items Impacting Comparability:									
Other Items	—	—	—	—	—	—	17	—	17
Comparable (Non-GAAP)	$ 1,528	$ 1,174	$ 2,932	$ 1,138	$ 713	$ 1,920	$ 32	$ (352)	$ 9,085

	Three Months Ended December 31, 2018								
	Europe, Middle East & Africa	Latin America	North America	Asia Pacific	Global Ventures	Bottling Investments	Corporate	Eliminations	Consolidated
Reported (GAAP)	**$ 1,579**	**$ 981**	**$ 2,807**	**$ 1,036**	**$ 182**	**$ 1,493**	**$ 7**	**$ (279)**	**$ 7,806**
Items Impacting Comparability:									
Other Items	—	—	—	—	—	—	(1)	—	(1)
Comparable (Non-GAAP)	$ 1,579	$ 981	$ 2,807	$ 1,036	$ 182	$ 1,493	$ 6	$ (279)	$ 7,805

	Europe, Middle East & Africa	Latin America	North America	Asia Pacific	Global Ventures	Bottling Investments	Corporate	Eliminations	Consolidated
% Change — Reported (GAAP)	**(3)**	**20**	**4**	**10**	**292**	**29**	**133**	**(26)**	**16**
% Currency Impact	(5)	(7)	0	2	(8)	(1)	(251)	—	(2)
% Change — Currency Neutral (Non-GAAP)	2	26	4	8	300	30	384	—	18
% Acquisitions, Divestitures and Structural Changes	4	0	0	0	289	26	0	—	12
% Change — Organic Revenues (Non-GAAP)	(2)	26	4	8	11	4	384	—	7
% Change — Comparable (Non-GAAP)	(3)	20	4	10	292	29	559	—	16
% Comparable Currency Impact (Non-GAAP)	(5)	(7)	0	2	(8)	(1)	34	—	(2)
% Change — Comparable Currency Neutral (Non-GAAP)	2	26	4	8	300	30	525	—	18

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

Net Operating Revenues by Operating Segment and Corporate:

	Year Ended December 31, 2019								
	Europe, Middle East & Africa	Latin America	North America	Asia Pacific	Global Ventures	Bottling Investments	Corporate	Eliminations	Consolidated
Reported (GAAP)	**$ 7,058**	**$ 4,118**	**$ 11,915**	**$ 5,327**	**$ 2,562**	**$ 7,440**	**$ 94**	**$ (1,248)**	**$ 37,266**
Items Impacting Comparability:									
Other Items	—	—	—	—	—	—	14	—	14
Comparable (Non-GAAP)	$ 7,058	$ 4,118	$ 11,915	$ 5,327	$ 2,562	$ 7,440	$ 108	$ (1,248)	$ 37,280

	Year Ended December 31, 2018								
	Europe, Middle East & Africa	Latin America	North America	Asia Pacific	Global Ventures	Bottling Investments	Corporate	Eliminations	Consolidated
Reported (GAAP)	**$ 7,099**	**$ 4,010**	**$ 11,630**	**$ 5,185**	**$ 770**	**$ 6,787**	**$ 92**	**$ (1,273)**	**$ 34,300**
Items Impacting Comparability:									
Other Items	—	—	—	—	—	—	(9)	—	(9)
Comparable (Non-GAAP)	$ 7,099	$ 4,010	$ 11,630	$ 5,185	$ 770	$ 6,787	$ 83	$ (1,273)	$ 34,291

	Europe, Middle East & Africa	Latin America	North America	Asia Pacific	Global Ventures	Bottling Investments	Corporate	Eliminations	Consolidated
% Change — Reported (GAAP)	**(1)**	**3**	**2**	**3**	**233**	**10**	**3**	**2**	**9**
% Currency Impact	(9)	(10)	0	(1)	(16)	(5)	(11)	—	(4)
% Change — Currency Neutral (Non-GAAP)	8	13	3	4	248	15	14	—	13
% Acquisitions, Divestitures and Structural Changes	3	0	0	(1)	242	5	0	—	7
% Change — Organic Revenues (Non-GAAP)	5	13	3	5	7	9	14	—	6

% Change — Comparable (Non-GAAP)	(1)	3	2	3	233	10	31	—	9
% Comparable Currency Impact (Non-GAAP)	(9)	(10)	0	(1)	(16)	(5)	16	—	(4)
% Change — Comparable Currency Neutral (Non-GAAP)	8	13	3	4	248	15	15	—	13

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

Operating Income (Loss) by Operating Segment and Corporate:

	Three Months Ended December 31, 2019							
	Europe, Middle East & Africa	Latin America	North America	Asia Pacific	Global Ventures	Bottling Investments	Corporate	Consolidated
Reported (GAAP)	**$ 649**	**$ 688**	**$ 656**	**$ 415**	**$ 118**	**$ 132**	**$ (494)**	**$ 2,164**
Items Impacting Comparability:								
Asset Impairments	—	—	—	—	—	—	—	—
Productivity and Reinvestment	—	1	20	—	—	2	57	80
Transaction Gains/Losses	—	—	—	—	—	34	—	34
CCBA Unrecognized Depreciation and Amortization	—	—	—	—	—	—	—	—
Other Items	—	—	(42)	—	—	(5)	25	(22)
Comparable (Non-GAAP)	$ 649	$ 689	$ 634	$ 415	$ 118	$ 163	$ (412)	$ 2,256

	Three Months Ended December 31, 2018							
	Europe, Middle East & Africa	Latin America	North America	Asia Pacific	Global Ventures	Bottling Investments	Corporate	Consolidated
Reported (GAAP)	**$ 753**	**$ 514**	**$ 504**	**$ 392**	**$ 42**	**$ 121**	**$ (501)**	**$ 1,825**
Items Impacting Comparability:								
Asset Impairments	—	—	—	—	—	—	—	—
Productivity and Reinvestment	(1)	2	37	(3)	—	(1)	93	127
Transaction Gains/Losses	—	—	—	—	—	22	10	32
CCBA Unrecognized Depreciation and Amortization	—	—	—	—	—	(89)	—	(89)
Other Items	—	—	43	—	—	1	(1)	43
Comparable (Non-GAAP)	$ 752	$ 516	$ 584	$ 389	$ 42	$ 54	$ (399)	$ 1,938

	Europe, Middle East & Africa	Latin America	North America	Asia Pacific	Global Ventures	Bottling Investments	Corporate	Consolidated
% Change — Reported (GAAP)	**(14)**	**34**	**30**	**6**	**183**	**8**	**1**	**19**
% Currency Impact	(9)	(13)	0	2	(4)	(8)	(3)	(8)
% Change — Currency Neutral (Non-GAAP)	(5)	47	30	4	186	16	4	27
% Impact of Items Impacting Comparability (Non-GAAP)	0	0	22	(1)	0	(187)	4	2
% Change — Comparable (Non-GAAP)	(14)	34	9	6	183	196	(3)	16
% Comparable Currency Impact (Non-GAAP)	(9)	(13)	0	2	(4)	(17)	1	(7)
% Change — Comparable Currency Neutral (Non-GAAP)	(5)	47	9	5	186	213	(4)	23

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

Operating Income (Loss) by Operating Segment and Corporate:

	Year Ended December 31, 2019							
	Europe, Middle East & Africa	Latin America	North America	Asia Pacific	Global Ventures	Bottling Investments	Corporate	Consolidated
Reported (GAAP)	**$ 3,551**	**$ 2,375**	**$ 2,594**	**$ 2,282**	**$ 334**	**$ 358**	**$ (1,408)**	**$ 10,086**
Items Impacting Comparability:								
Asset Impairments	—	—	—	42	—	—	—	42
Productivity and Reinvestment	2	1	62	—	—	5	194	264
Transaction Gains/Losses	—	—	—	—	—	95	54	149
CCBA Unrecognized Depreciation and Amortization	—	—	—	—	—	(148)	—	(148)
Other Items	—	—	(4)	—	—	(6)	26	16
Comparable (Non-GAAP)	$ 3,553	$ 2,376	$ 2,652	$ 2,324	$ 334	$ 304	$ (1,134)	$ 10,409

	Year Ended December 31, 2018							
	Europe, Middle East & Africa	Latin America	North America	Asia Pacific	Global Ventures	Bottling Investments	Corporate	Consolidated
Reported (GAAP)	**$ 3,693**	**$ 2,318**	**$ 2,318**	**$ 2,271**	**$ 152**	**$ (197)**	**$ (1,403)**	**$ 9,152**
Items Impacting Comparability:								
Asset Impairments	—	—	—	—	—	450	—	450
Productivity and Reinvestment	(3)	4	175	(4)	—	31	237	440
Transaction Gains/Losses	—	—	—	—	—	138	20	158
CCBA Unrecognized Depreciation and Amortization	—	—	—	—	—	(372)	—	(372)
Other Items	—	—	37	—	—	11	10	58
Comparable (Non-GAAP)	$ 3,690	$ 2,322	$ 2,530	$ 2,267	$ 152	$ 61	$ (1,136)	$ 9,886

	Europe, Middle East & Africa	Latin America	North America	Asia Pacific	Global Ventures	Bottling Investments	Corporate	Consolidated
% Change — Reported (GAAP)	**(4)**	**2**	**12**	**0**	**120**	**—**	**0**	**10**
% Currency Impact	(12)	(14)	0	(1)	(4)	—	0	(9)
% Change — Currency Neutral (Non-GAAP)	9	17	12	1	125	—	0	19
% Impact of Items Impacting Comparability (Non-GAAP)	0	0	7	(2)	0	—	(1)	5
% Change — Comparable (Non-GAAP)	(4)	2	5	3	120	399	0	5
% Comparable Currency Impact (Non-GAAP)	(12)	(14)	0	(1)	(4)	(12)	2	(8)
% Change — Comparable Currency Neutral (Non-GAAP)	9	17	5	3	125	411	(2)	13

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

Operating Margin:

	Three Months Ended December 31, 2019	Three Months Ended December 31, 2018	Basis Point Growth (Decline)
Reported Operating Margin (GAAP)	**23.87 %**	**23.38 %**	**49**
Items Impacting Comparability (Non-GAAP)	(0.96)%	(1.45)%	
Comparable Operating Margin (Non-GAAP)	24.83 %	24.83 %	0
Comparable Currency Impact (Non-GAAP)	(1.08)%	0.00 %	
Comparable Currency Neutral Operating Margin (Non-GAAP)	25.91 %	24.83 %	108
Impact of Acquisitions and Structural Changes on Comparable Currency Neutral Operating Margin (Non-GAAP)	(1.53)%	0.01 %	
Underlying Operating Margin (Non-GAAP)	27.44 %	24.82 %	262

	Year Ended December 31, 2019	Year Ended December 31, 2018	Basis Point Growth (Decline)
Reported Operating Margin (GAAP)	**27.07 %**	**26.68 %**	**39**
Items Impacting Comparability (Non-GAAP)	(0.85)%	(2.15)%	
Comparable Operating Margin (Non-GAAP)	27.92 %	28.83 %	(91)
Comparable Currency Impact (Non-GAAP)	(1.00)%	0.00 %	
Comparable Currency Neutral Operating Margin (Non-GAAP)	28.92 %	28.83 %	9
Impact of Acquisitions and Structural Changes on Comparable Currency Neutral Operating Margin (Non-GAAP)	(2.18)%	(0.76)%	
Underlying Operating Margin (Non-GAAP)	31.10 %	29.59 %	151

Purchases and Issuances of Stock:

	Year Ended December 31, 2019	Year Ended December 31, 2018
Reported (GAAP):		
Issuances of Stock	**$ 1,012**	**$ 1,476**
Purchases of Stock for Treasury	**(1,103)**	**(1,912)**
Net Change in Stock Issuance Receivables[1]	**(1)**	**(6)**
Net Share Issuances (Repurchases) (Non-GAAP)	$ (92)	$ (442)

[1] Represents the net change in receivables related to employee stock options exercised but not settled prior to the end of the period.

Free Cash Flow:

	Year Ended December 31, 2019	Year Ended December 31, 2018	% Change
Net Cash Provided by Operating Activities (GAAP)	**$ 10,471**	**$ 7,627**	**37**
Purchases of Property, Plant and Equipment (GAAP)	**(2,054)**	**(1,548)**	**33**
Free Cash Flow (Non-GAAP)	$ 8,417	$ 6,079	38

Note: 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)

Projected 2020 Free Cash Flow (Non-GAAP) (In Billions):

	Year Ending December 31, 2020
Net Cash Provided by Operating Activities (GAAP)	**$ 10.0**
Purchases of Property, Plant and Equipment (GAAP)	**(2.0)**
Free Cash Flow (Non-GAAP)	$ 8.0