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 April 3, 2015							
	Eurasia & Africa	Europe	Latin America	North America	Asia Pacific	Bottling Investments	Corporate	Consolidated
Reported (GAAP)	**$279**	**$716**	**$578**	**$511**	**$544**	**$14**	**($346)**	**$2,296**
Items Impacting Comparability:								
Asset Impairments/Restructuring	-	-	-	-	-	35	-	35
Productivity & Reinvestment	12	(11)	-	75	(5)	(1)	20	90
Equity Investees	-	-	-	-	-	-	-	-
Transaction Gains/Losses	-	-	-	-	-	-	-	-
Other Items	-	-	33	(18)	2	(3)	73	87
After Considering Items (Non-GAAP)	$291	$705	$611	$568	$541	$45	($253)	$2,508

	Three Months Ended March 28, 2014							
	Eurasia & Africa	Europe	Latin America	North America	Asia Pacific	Bottling Investments	Corporate	Consolidated
Reported (GAAP)	**$303**	**$719**	**$668**	**$428**	**$557**	**($26)**	**($273)**	**$2,376**
Items Impacting Comparability:								
Asset Impairments/Restructuring	-	-	-	-	-	42	-	42
Productivity & Reinvestment	-	-	-	75	7	-	4	86
Equity Investees	-	-	-	-	-	-	-	-
Transaction Gains/Losses	-	-	-	-	-	-	-	-
Other Items	-	-	-	(53)	-	(1)	9	(45)
After Considering Items (Non-GAAP)	$303	$719	$668	$450	$564	$15	($260)	$2,459

	Eurasia & Africa	Europe	Latin America	North America	Asia Pacific	Bottling Investments	Corporate	Consolidated
% Change - Reported (GAAP)	**(8)**	**0**	**(13)**	**19**	**(2)**	**--**	**(27)**	**(3)**
% Currency Impact	(7)	(5)	(14)	0	(8)	--	3	(8)
% Change - Currency Neutral Reported	(1)	5	0	20	6	--	(29)	5
% Change - After Considering Items (Non-GAAP)	(4)	(2)	(9)	26	(4)	197	3	2
% Currency Impact After Considering Items (Non-GAAP)	(7)	(5)	(14)	0	(8)	(39)	(1)	(8)
% Change - Currency Neutral After Considering Items (Non-GAAP)	3	3	5	26	4	236	3	10

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