

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

**Gross Profit and Operating Income:**

	<b>Three Months Ended December 31, 2016</b>	
	Gross profit	Operating income
<b>% Change — Reported (GAAP)</b>	<b>(6)</b>	<b>(11)</b>
% Currency Impact	(3)	(8)
% Change — Currency Neutral (Non-GAAP)	(3)	(3)
% Structural Impact	(10)	(7)
% Change — Currency Neutral (Structurally Adjusted) (Non-GAAP)	8	4
% Impact of Items Impacting Comparability (Non-GAAP)	1	(9)
% Change — Comparable (Non-GAAP)	(7)	(1)
% Comparable Currency Impact (Non-GAAP)	(3)	(8)
% Change — Comparable Currency Neutral (Non-GAAP)	(3)	7
% Comparable Structural Impact (Non-GAAP)	(10)	(11)
% Change — Comparable Currency Neutral (Structurally Adjusted) (Non-GAAP)	8	18

Note: Certain columns may not add due to rounding.

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

**Operating Expense Leverage:**

	<b>Three Months Ended December 31, 2016</b>		
	Operating income	Gross profit	Operating expense leverage <sup>1</sup>
<b>% Change — Reported (GAAP)</b>	<b>(11)</b>	<b>(6)</b>	<b>(5)</b>
% Change — Currency Neutral (Non-GAAP)	(3)	(3)	0
% Change — Currency Neutral (Structurally Adjusted) (Non-GAAP)	4	8	(4)
% Change — Comparable (Non-GAAP)	(1)	(7)	5
% Change — Comparable Currency Neutral (Non-GAAP)	7	(3)	10
% Change — Comparable Currency Neutral (Structurally Adjusted) (Non-GAAP)	18	8	10

Note: Certain rows may not add due to rounding.

<sup>1</sup>Operating expense leverage is calculated by subtracting gross profit growth from operating income growth.