

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

Gross Margin:

Reported (GAAP)

Items Impacting Comparability (Non-GAAP)

Comparable Gross Margin (Non-GAAP)

Comparable Currency Impact (Non-GAAP)

Comparable Currency Neutral Gross Margin (Non-GAAP)

	Three Months Ended March 31, 2017	Three Months Ended April 1, 2016	Basis Point Growth (Decline)
	61.47%	60.42%	105
	0.13%	0.28%	
	61.34%	60.14%	120
	(0.61%)	0.00%	
	61.95%	60.14%	181