

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

% Change — Reported (GAAP)

% Estimated impact of cycling increased inventory levels in our Brazilian bottlers in the prior year and cycling the timing of certain deductions in the prior year

% Change — Adjusted (Non-GAAP)

Three Months Ended September 27, 2019		
Concentrate Sales	Price/Mix	Organic Revenues (Non-GAAP)
(2)	6	5
(2)	2	0
1	4	5

Note: Certain rows and columns may not add due to rounding.

Reported Gross Margin (GAAP)

Items Impacting Comparability

Comparable Gross Margin (Non-GAAP)

Comparable Currency Impact (Non-GAAP)

Comparable Currency Neutral Gross Margin (Non-GAAP)

Impact of Acquisitions and Structural Charges on Comparable

Currency Neutral Gross Margin (Non-GAAP)

Underlying Gross Margin (Non-GAAP)

Three Months Ended September 27, 2019	Three Months Ended September 28, 2018	Basis Point Growth (Decline)
60.37%	61.87%	(150)
(0.50%)	0.15%	
60.87%	61.72%	(85)
(0.79%)	0.00%	
61.66%	61.72%	(6)
(1.62%)	(0.37%)	
63.28%	62.09%	119