

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

Gross Margin:

	Three Months Ended September 29, 2017	Three Months Ended September 30, 2016	Basis Point Growth (Decline)
Reported (GAAP)	62.60 %	61.15%	145
Items Impacting Comparability (Non-GAAP)	(0.18)%	0.04%	
Comparable Gross Margin (Non-GAAP)	62.78 %	61.11%	167

	Nine Months Ended September 29, 2017	Nine Months Ended September 30, 2016	Basis Point Growth (Decline)
Reported (GAAP)	62.12 %	60.96%	116
Items Impacting Comparability (Non-GAAP)	(0.12)%	0.38%	
Comparable Gross Margin (Non-GAAP)	62.24 %	60.58%	166

Operating Margin:

	Three Months Ended September 29, 2017	Three Months Ended September 30, 2016	Basis Point Growth (Decline)
Reported (GAAP)	23.35 %	21.36 %	199
Items Impacting Comparability (Non-GAAP)	(4.05)%	(2.00)%	
Comparable Operating Margin (Non-GAAP)	27.40 %	23.36 %	404
Comparable Currency Impact (Non-GAAP)	(0.28)%	0.00 %	
Comparable Currency Neutral Operating Margin (Non-GAAP)	27.68 %	23.36 %	432
Structural Impact on Comparable Currency Neutral Operating Margin (Non-GAAP)	(0.09)%	(1.94)%	
Underlying Operating Margin (Non-GAAP)	27.77 %	25.30 %	247

	Nine Months Ended September 29, 2017	Nine Months Ended September 30, 2016	Basis Point Growth (Decline)
Reported (GAAP)	22.15 %	22.40 %	(25)
Items Impacting Comparability (Non-GAAP)	(5.48)%	(2.17)%	
Comparable Operating Margin (Non-GAAP)	27.63 %	24.57 %	306
Comparable Currency Impact (Non-GAAP)	(0.45)%	0.00 %	
Comparable Currency Neutral Operating Margin (Non-GAAP)	28.08 %	24.57 %	351
Structural Impact on Comparable Currency Neutral Operating Margin (Non-GAAP)	(0.14)%	(2.26)%	
Underlying Operating Margin (Non-GAAP)	28.22 %	26.83 %	139