



































POWER ADE























COCA COLA

FORWARD-LOOKING STATEMENTS

This presentation contains statements, estimates or projections that constitute "forward-looking statements" as defined under U.S. federal securities laws. Generally, the words "believe," "opportunity," "ahead," "expect," "intend," "estimate," "anticipate," "project," "will" and similar expressions identify forward-looking statements, which generally are not historical in nature. Forward-looking statements are subject to certain risks and uncertainties that could cause The Coca-Cola Company's actual results to differ materially from its historical experience and our present expectations or projections. These risks include, but are not limited to, unfavorable economic and geopolitical conditions, including the direct or indirect negative impacts of the conflict between Russia and Ukraine and conflicts in the Middle East; increased competition; an inability to be successful in our innovation activities; changes in the retail landscape or the loss of key retail or foodservice customers; an inability to expand our business in emerging and developing markets; an inability to successfully manage the potential negative consequences of our productivity initiatives; an inability to attract or retain a highly skilled and diverse workforce; disruption of our supply chain, including increased commodity, raw material, packaging, energy, transportation and other input costs; an inability to successfully integrate and manage our acquired businesses, brands or bottling operations or an inability to realize a significant portion of the anticipated benefits of our joint ventures or strategic relationships; failure by our third-party service providers and business partners to satisfactorily fulfill their commitments and responsibilities; an inability to renew collective bargaining agreements on satisfactory terms, or we or our bottling partners experience strikes, work stoppages, labor shortages or labor unrest; obesity and other health-related concerns; evolving consumer product and shopping preferences; product safety and quality concerns; perceived negative health consequences of certain ingredients, such as non-nutritive sweeteners and biotechnology-derived substances, and of other substances present in our beverage products or packaging materials; failure to digitalize the Coca-Cola system; damage to our brand image, corporate reputation and social license to operate from negative publicity, whether or not warranted, concerning product safety or quality, workplace and human rights, obesity or other issues; an inability to successfully manage new product launches; an inability to maintain good relationships with our bottling partners; deterioration in our bottling partners' financial condition; an inability to successfully manage our refranchising activities; increases in income tax rates, changes in income tax laws or the unfavorable resolution of tax matters, including the outcome of our ongoing tax dispute or any related disputes with the U.S. Internal Revenue Service ("IRS"); the possibility that the assumptions used to calculate our estimated aggregate incremental tax and interest liability related to the potential unfavorable outcome of the ongoing tax dispute with the IRS could significantly change; increased or new indirect taxes; changes in laws and regulations relating to beverage containers and packaging; significant additional labeling or warning requirements or limitations on the marketing or sale of our products; litigation or legal proceedings; conducting business in markets with high-risk legal compliance environments; failure to adequately protect, or disputes relating to, trademarks, formulas and other intellectual property rights; changes in, or failure to comply with, the laws and regulations applicable to our products or our business operations; fluctuations in foreign currency exchange rates; interest rate increases; an inability to achieve our overall long-term growth objectives; default by or failure of one or more of our counterparty financial institutions; impairment charges; an inability to protect our information systems against service interruption, misappropriation of data or cybersecurity incidents; failure to comply with privacy and data protection laws; evolving sustainability regulatory regulrements and expectations; increasing concerns about the environmental impact of plastic bottles and other packaging materials; water scarcity and poor quality; increased demand for food products, decreased agricultural productivity and increased regulation of ingredient sourcing due diligence; climate change and legal or regulatory responses thereto; adverse weather conditions; and other risks discussed in our filings with the Securities and Exchange Commission ("SEC"), including our Annual Report on Form 10-K for the year ended December 31, 2023, which filing is available from the SEC. You should not place undue reliance on forward-looking statements, which speak only as of the date they are made. We undertake no obligation to publicly update or revise any forward-looking statements.

RECONCILIATION TO U.S. GAAP FINANCIAL INFORMATION

The following presentation includes certain "non-GAAP financial measures" as defined in Regulation G under the Securities Exchange Act of 1934. A schedule which reconciles our results as reported under Generally Accepted Accounting Principles and the non-GAAP financial measures included in the following presentation is attached as an appendix hereto. The 2024 outlook information provided in this presentation includes forward-looking non-GAAP financial measures, which management uses in measuring performance. The company is not able to reconcile full year 2024 projected organic revenues (non-GAAP) to full year 2024 projected reported net revenues, full year 2024 projected comparable currency neutral EPS (non-GAAP) to full year 2024 projected reported EPS without unreasonable efforts because it is not possible to predict with a reasonable degree of certainty the exact impact of changes in foreign currency exchange rates throughout 2024; the exact timing and exact amount of items impacting comparability throughout 2024.

KEY THEMES FOR TODAY



		PERFORMANCE	
	03	04	05

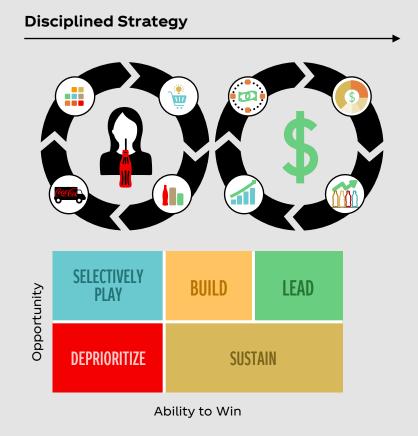


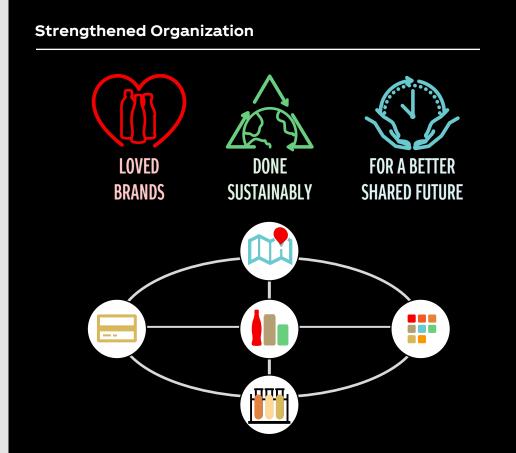
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REFLECTING ON OUR JOURNEY











ENDURING BRANDS

Scale

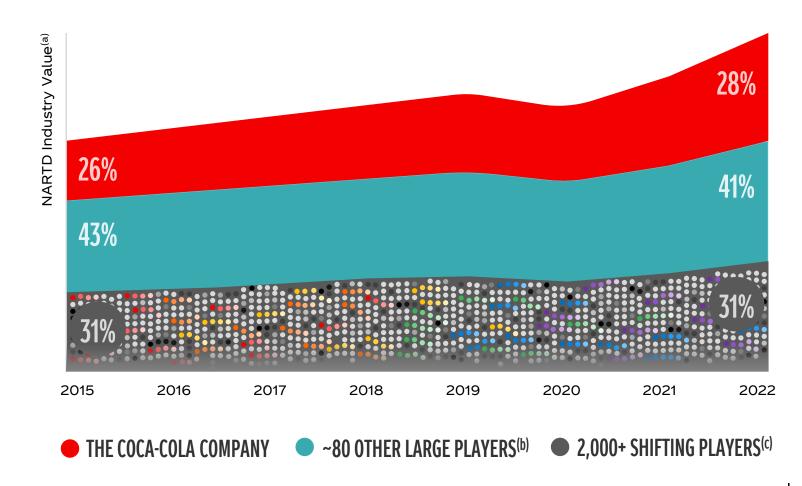
- ✓ ESTABLISHED RELATIONSHIPS
- ✓ SUPPLY CHAIN REACH
- GLOBAL FOOTPRINT
- ✓ AMPLE RESOURCES

Growth Mindset

- ✓ CONSUMER AUTHENTICITY
- EVERYDAY RELEVANCE
- ✓ INNOVATION AGILITY
- ✓ DISCIPLINED RISK-TAKING
- EXPERIENTIAL ENGAGEMENT

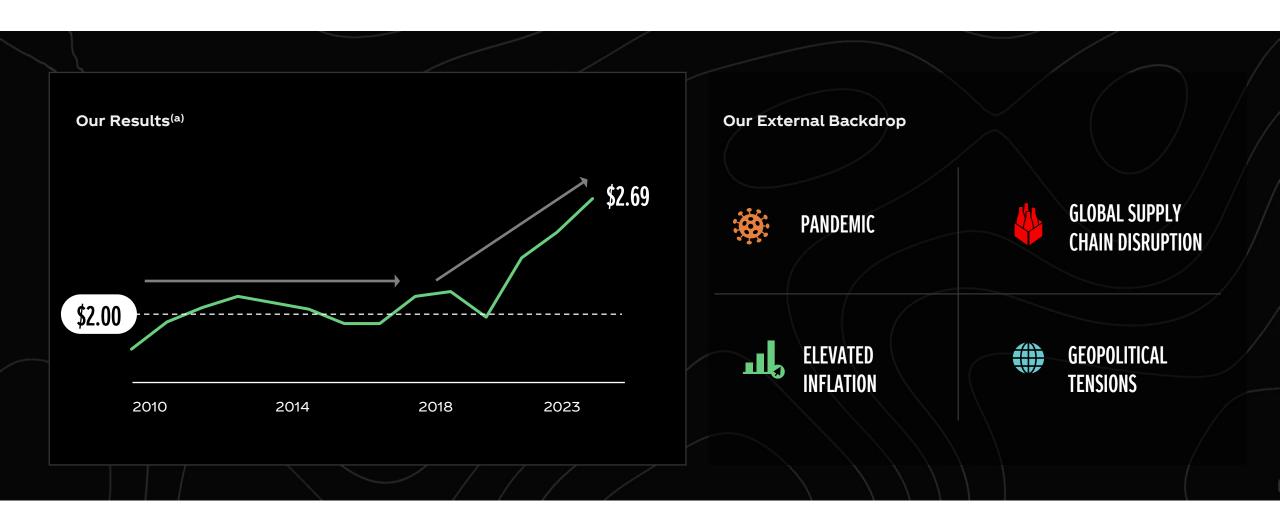


DEMONSTRATING OUR STAYING POWER



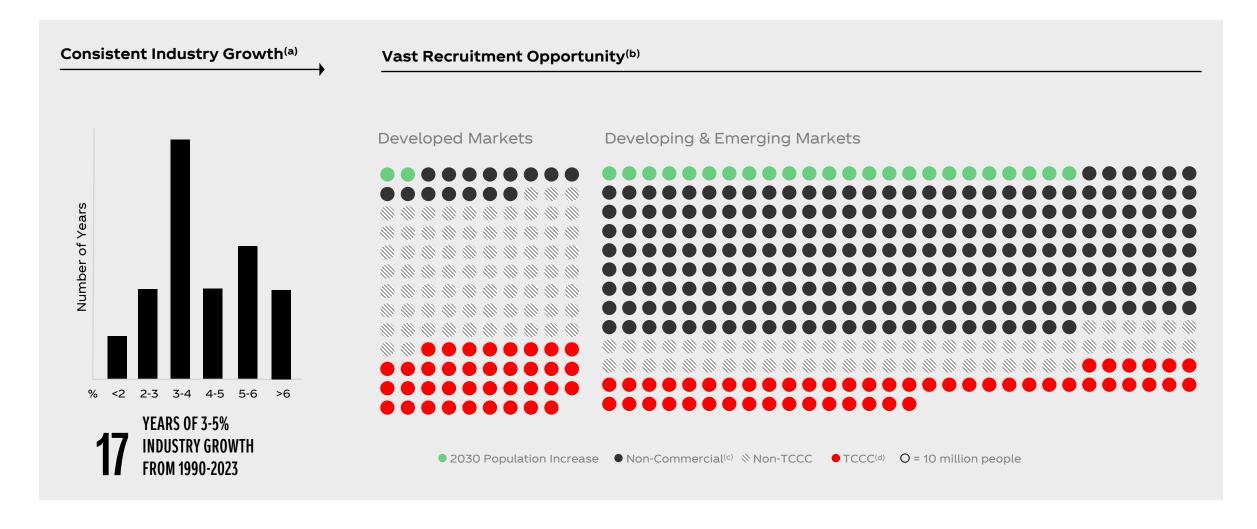
CREATING AN INFLECTION THROUGH MANY CHALLENGES





AWESTRUCK BY THE OPPORTUNITY AHEAD

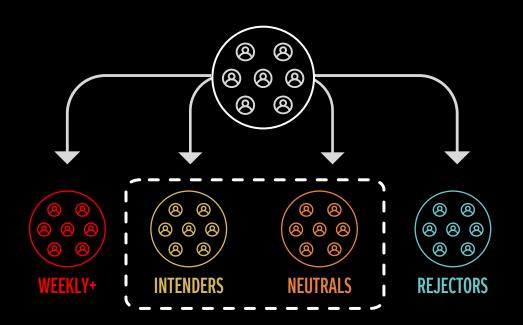




INCREASINGLY GRANULAR APPROACH TO CONSUMER OPPORTUNITY



Segmenting Our Consumers



POPULATION OF INTENDERS & NEUTRALS TO CURRENT WEEKLY+(a)

To Satisfy Evolving Daily Needs **ENHANCE** REFRESH **FUEL** MOTIVATION **BALANCE CONNECT** EXPERIENCE **DELIGHT**



Powerful PORTFOLIO

COCA-COLA TRADEMARK

BOTTLED" ASID

MORE FROM THE CORE







4-5%

Expected Industry Growth(a)

Quality Leadership

Mission

+1.7pts

Value Share(b)

+0.7pts

Volume Share(b)

(a) 2024-2027 Industry CAGR; (b) 2017-2023 SSD Cola; (c) Kantar BrandZ; (d) Fast Company

CONSUMER AUTHENTICITY

Passion Points





البيتزا هذي احلن المنظمة المن



Innovative Companies in Augmented and Virtual Reality^(d)



Social Media Impressions in 2023



Unit Cases Sold Since 2017





EXPERIENTIAL ENGAGEMENT

First-party data & AI



EVERYDAY RELEVANCE

Packages for every occasion

SPRITE, **FANTA & FRIENDS**

SUPERCHARGE FLAVORS







4-5%

Expected Industry Growth(a)

Expand Leadership

Mission

+0.9pts

Value Share(b)

Zero Sugar Value Share(b)

(a) 2024-2027 Industry CAGR; (b) 2017-2023 SSD Non-Cola; (c) If Sprite and Fanta were a combined, stand-alone company, it would be the 4th largest NARTD company based on 2023 retail value; (d) In Cape Town as part of campaign

INNOVATION AGILITY

Taste Reformulation











Largest Combined Global NARTD Company^(c)



Visits to Thums Up Fan Pulse Website in 2023



EVERYDAY RELEVANCE

Thums Up Believer Bot

CONSUMER AUTHENTICITY

Sprite Label-free





Tolus olas · Wiles

Labels to Make **Recycling Easier**



Social Listening Reach(d)





EXPERIENTIAL ENGAGEMENT

Born Social Sound Event in Cape Town

JUICE, VALUE-ADDED DAIRY & PLANT-BASED

EXPANDING PROFITABLE CHOICES



3-5%

Expected Industry Growth(a)

Selective Leadership

Mission

+2.4pts

Juice Value Share(b)

+1.7pts

Value-Added Dairy Value Share^(b)

(a) 2024-2027 Industry CAGR; (b) 2017-2023; (c) GlobalData 2023; (d) Core Power and Nutrition Plan, Nielsen, amongst top 10 largest RTD Complete Nutritional Category; (a) 2023 vs 2022

CONSUMER AUTHENTICITY

Minute Maid Named #1 Global Juice Brand(c)



Servings in 2023



Fastest Growing Brands in the U.S. in 2023^(d) Drive Profitability

WINNING METRICS

METRICS

Warker

Marker

Marker

Metrics

Marker

Molswedth

DISCIPLINED RISK-TAKING

Maaza & Del Valle





Transaction Growth^(e) •—



Leadership Ratios •——



INNOVATION AGILITY fairlife Nutrition Plan



EVERYDAY RELEVANCE fairlife Total Portfolio

WATER, SPORTS & TEA

PREMIUMIZE, RE-ENERGIZE



5-6%

Expected Industry Growth(a)

Targeted Choices

Mission

+1.4pts

Sports Drinks Value Share(b)

+0.7pts

es pour le goût ent équilibré

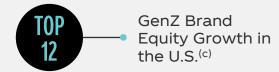
Ready-to-Drink Tea Value Share^(b)

(a) 2024-2027 Industry CAGR; (b) 2017-2023; (c) 2023 Ad Age-Harris Poll; (d) Nielsen, last 52 weeks ending 9/23/23; (e) Topo Chico, Nielsen 2023 in U.S.; (f) Topo Chico Sabores, Zenith Global I TD 2023 Global Water Drinks Awards

CONSUMER AUTHENTICITY

smartwater & Zendaya partnership with British Fashion Council









EXPERIENTIAL ENGAGEMENT

Fuze Tea x TripAdvisor®



Fuze Tea Value Share Gain in 2023



Premium Sparkling Water^(e) Best Brand Extension^(f)





INNOVATION AGILITY

smartwater Alkaline & Antioxidants, BodyArmor Flash I.V., Aquarius NEWATER



DISCIPLINED RISK-TAKING

Topo Chico Sabores

PORTFOLIO FOR ALL OCCASIONS

PURSUING STRATEGIC BETS



	Coffee	Emerging	Energy
Expected Industry Growth ^(a)	5-6%	6-8%	8-9%
Mission	SELECTIVE PRIORITIZATION	MEASURED APPROACH(c)	WINNING RELATIONSHIP(e)
Elevating Results	Georgia Coffee Relaunch +2.9pts Express Loyalty Transactions(b)	VODRA OKA SPRING PRON-DOL SPECIAL ARB SELTE WAY ARB SELT WAY ARB SELTE WAY ARB SELT WAY	MONSTER MONSTER NERGY SUGAR REAL STREET SUGAR RE
	+0.2pts Value Share Gain For Rtd Coffee(b)	8 EXPERIMENTS \$1B+ RETAIL SALES(d)	5x VALUE OF EQUITY STAKE SINCE ACQUISITION

RELENTLESS FOCUS ON SUSTAINABILITY



	Goals & Key Progr	ess	Collaborating for Impact	Sustainable Innovation
WATER	Maintain at least 100% global replenishment of the water used in our finished beverages	159% Replenished in 2022	Partnered with The Nature Conservancy to develop a watershed stewardship plan for a priority watershed in Chihuahua, Mexico – one of the 60 watersheds that we have identified to work with partners for improvement	2030 Water Security Strategy goals focused on areas with highest water-related risks
PACKAGING	Use at least 50% recycled content in our packaging by 2030	15% of PET used was recycled PET (rPET) in 2022	Partnered with Republic Services in the United States to supply rPET from a new network of polymer centers	Investing in refillable and dispensed solutions around the world, including r.Cup partnership in the United States
TOTAL BEVERAGE PORTFOLIO	Offer a portfolio of drinks, including those with reduced added sugar	29% of our volume sold in 2022 was low- or no-calorie	Support more than 50 calorie and sugar reduction pledges globally, in collaboration with industry peers	Marketing to drive growth in low- and no- calorie portfolio Coca-Cola Zero Sugar delivered double- digit volume growth in five of the last seven years
CLIMATE	Reduce absolute emissions by 25% by 2030 against a 2015 baseline	7% decline in absolute emissions as of 2022 toward science-based target	In partnership with Greycroft, KO and 8 bottling partners created \$138 million sustainability-focused venture capital fund	Renewable electricity usage increased from 12% in 2021 to 21% in 2022 Working with bottlers to increase renewable energy projects

CIRCULAR ECONOMY SOLUTIONS FOR LESS WASTE AND LOWER CARBON FOOTPRINT



Plastic Spectrum

		Types	Solution
1	High-value plastic	Clear PET bottles	Circular economy
2	Mid-range plastic	Colored PET bottles & dirtier waste streams	Design innovation / enhanced recycling
3	Low-value plastic	Multi-layer packaging (e.g. juice boxes)	Alternatives / eliminate
	Design	Collect	Partner

Our Actions

Key Results

Increasing rPET usage

Eight European markets are 100% rPET for local portfolio^(a)

Increasing recycling efficiency

Transitioning
Sprite from green
to clear PET

Limiting nonrecyclable packaging

90% of global packaging is recyclable(b)



Advantaged & AGILE

GROWING OUR PERVASIVE GLOBAL REACH

















































































































INTEGRATED SYSTEM EXECUTION FURTHERS COMPETITIVE EDGE



Elevating Exposure

2.2B

Servings per Day in 2023

+1.2N

New Outlets in 2023

+10N

New Households in 2023

+6N

Outlets Digitized(a)

60+

New System Production Lines in 2023

Elevating Results

Share of Visible Inventory(b)

Cooler Door Displays

Retail Value





2023

+640K

2022 2023



+\$15B

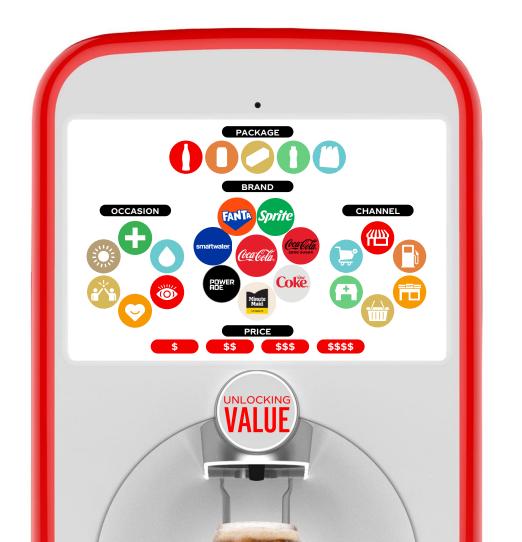
2022

2022

2023

20

LIMITLESS COMBINATIONS TO MAXIMIZE REVENUE GROWTH





Extensive Runway Exists

6 IN 100

BASKETS

Contain a KO NARTD Product^(a)

\$40B+

RETAIL SALES

Per +1pt Incidence(a)

SMARTER SEGMENTATION enabled by AI

PREMIUM & AFFORDABILITY package opportunities

TURBOCHARGING OUR FLYWHEEL







Evolving Consumer & Customer Interactions

Optimizing Shopper Opportunities

Scaling Capabilities

CONNECTED PACK



PERFORMANCE MARKETING



STUDIO X

END-TO-END COMMERCE



RIGHT PRICE & PACK



SHOPPER AI

SUGGESTED ORDER



DIGITAL SHELF



CONTENT AI





KEY TAKEAWAYS



- **DELIVERING THROUGH A DYNAMIC ENVIRONMENT**
- PURSUING VAST OPPORTUNITIES WITH DISCIPLINE
- SCALING AND FORTIFYING BRANDS TO HAVE STAYING POWER
- **ADVANCING OUR TOTAL SYSTEM AGENDA**
- **STRENGTHENING OUR CAPABILITIES TO BE AT THE FOREFRONT OF GROWTH**



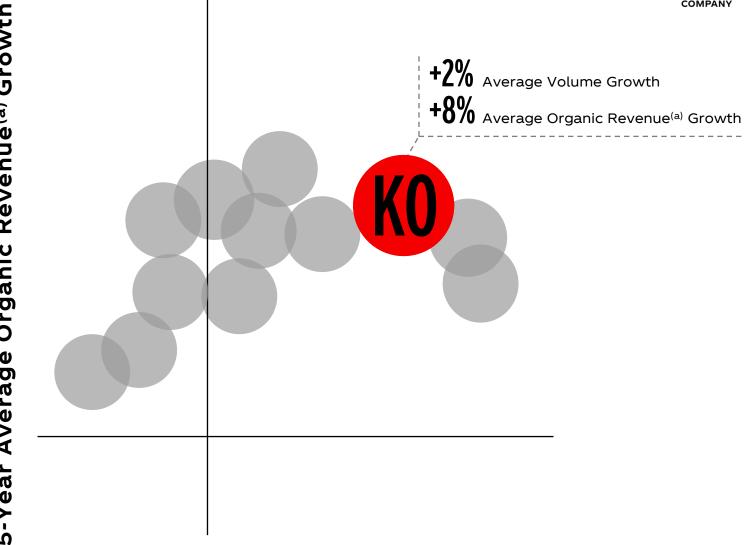
O4 Primed for Sustained PERFORMANCE

DRIVING A DIFFERENTIATED TOPLINE PROFILE

KO AVERAGE ORGANIC REVENUE(a) **GROWTH > CPG AVERAGE ORGANIC** REVENUE(a) GROWTH

5-Year Average Organic Revenue(a) Growth

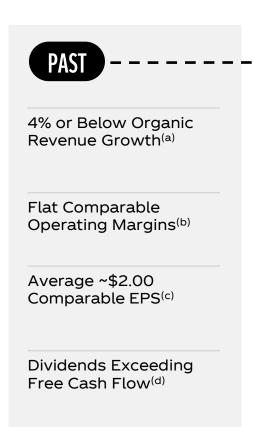


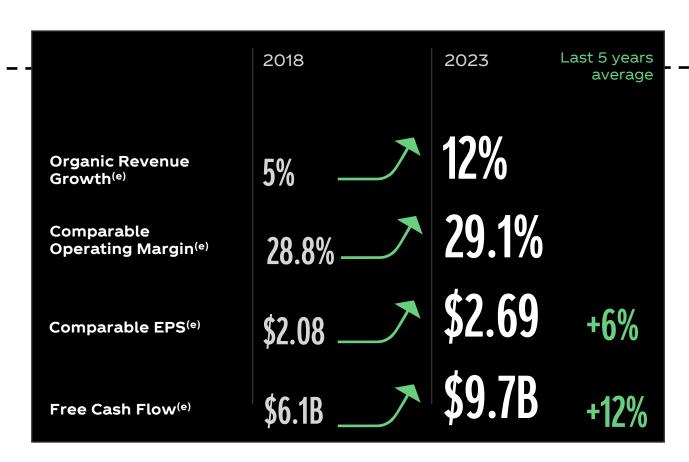


5-Year Average Volume Growth

"THE PROOF IS IN THE P&L"







FUTURE STATE High-End of Long-Term **Growth Model** Ongoing Comparable Operating Margin^(e) Expansion **Continued Comparable** EPS(e) Growth Accelerate Capital Return

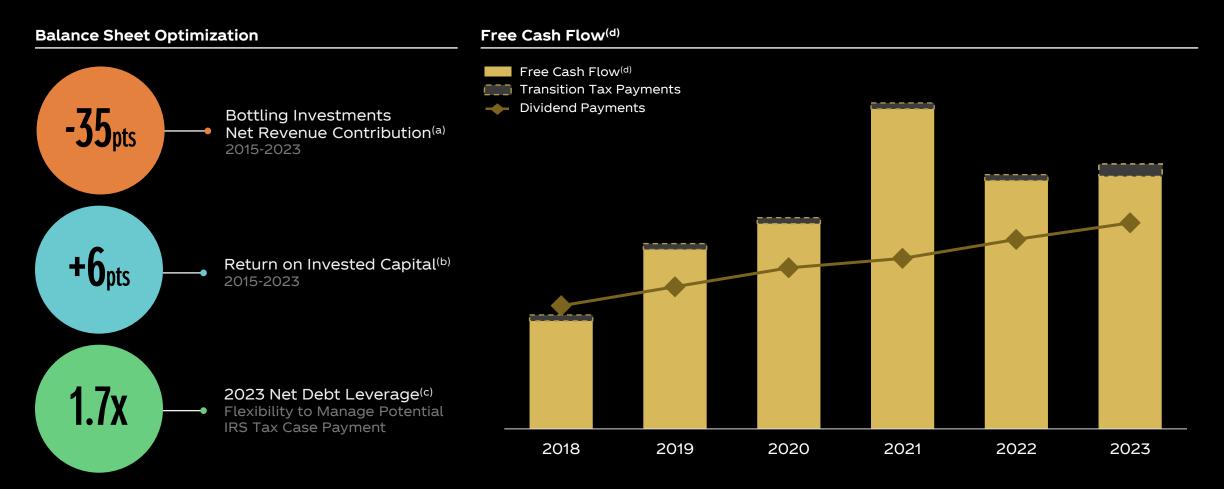
DRIVING A MORE DISCIPLINED AND EFFECTIVE RESOURCE ALLOCATION AGENDA



Portfolio Role		What We Do Differently	Measuring Success	
	LEAD	Grow Category through Premiumization & Affordability	Gain Share, Grow Topline & Operating Income	
*	BUILD	Recruit & Expand Per Capita Consumption	Gain Share, Grow Topline	
	SELECTIVELY PLAY	Accelerate Investments in Focused Areas	Gain Share in Select Combinations	
\rightarrow	SUSTAIN	Continue Winning while Recognizing Opportunity Elsewhere	Maintain Share, Grow Operating Income	
	DEPRIORITIZE	Shift Investment Elsewhere	Incremental Resources for Alternative Use	

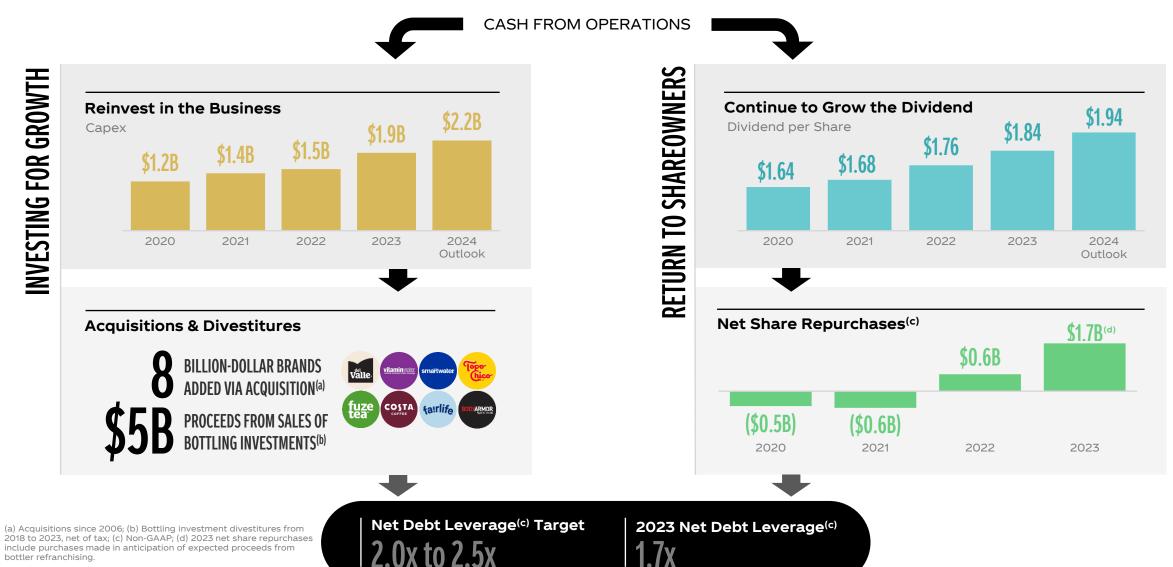
STRONG BALANCE SHEET AND UNDERLYING CASH FLOW GENERATION



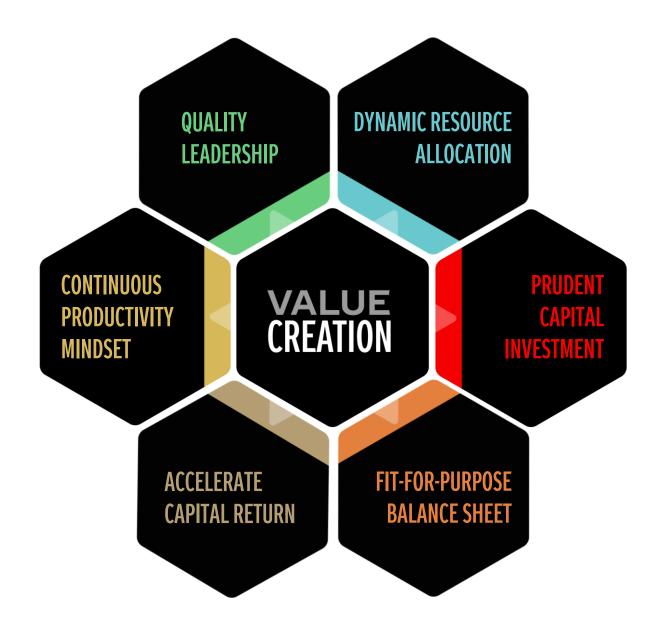


DYNAMIC & UNWAVERING CAPITAL ALLOCATION PRIORITIES









SYNCING THE PIECES

TO CREATE VALUE

ORCHESTRATING A HARMONIZED FRANCHISE SYSTEM CREATES VALUE





ORCHESTRATING A HARMONIZED FRANCHISE SYSTEM CREATES VALUE





Greater congruence towards a HIGHER GROWTH AMBITION

Committing to **INVEST**

Exploring and experimenting **TOGETHER**

Focusing on drivers to **GROW THE PIE**

Developing Cooperation Frameworks to PROVIDE CERTAINTY

Working together to grow and develop **SYSTEM TALENT**

PRIMED FOR PERFORMANCE



2024 Guidance

6-7%

Organic Revenues(a)

4-5%

Comparable Earnings Per Share^(b)

8-10%

Comparable Currency Neutral Earnings Per Share^(c)

\$9.2B

Free Cash Flow (d)

Long-Term Growth Model Remains the North Star

4-6%

Organic Revenues(a)

7-9%

Comparable Currency Neutral Earnings Per Share^(a) 6-8%

Comparable Currency Neutral
Operating Income^(a)

90-95%

Adjusted Free Cash Flow Conversion Ratio^(e)

⁽a) Non-GAAP; (b) Non-GAAP, includes a 4% to 5% currency headwind based on the current rates and including the impact of hedged positions, in addition to ~2% headwind from acquisitions, divestitures and structural changes; (c) Non-GAAP, includes ~2% headwind from acquisitions, divestitures and structural changes; (d) Free Cash Flow = Cash from Operations – Capital Expenditures; (e) Non-GAAP; Adjusted Free Cash Flow Conversion Ratio = Free cash flow adjusted for the payment of transition tax and other significant cash inflows & outflows / GAAP net income adjusted for noncash items impacting comparability.

KEY TAKEAWAYS



- **STEP-CHANGING OUR FINANCIAL PROFILE THROUGH ONGOING TRANSFORMATION**
- INVESTING WITH DISCIPLINE TO DRIVE QUALITY GROWTH FOR THE FUTURE
- **SYNCHRONIZING THE PIECES TO CREATE SUSTAINABLE VALUE**
- MAINTAINING FLEXIBILITY TO OPERATE IN MANY ENVIRONMENTS
- ORCHESTRATING THE SYSTEM TO CAPTURE THE OPPORTUNITY AHEAD OF US

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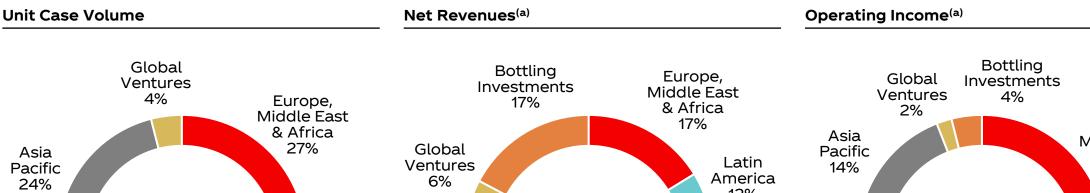


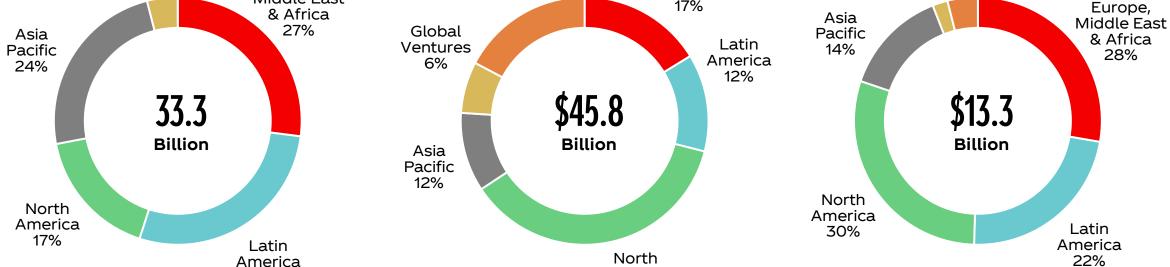
5 2023 Operating OVERVIEW

CONSOLIDATED GEOGRAPHIC OVERVIEW (2023)

28%







America

36%

LATIN AMERICA



Market Landscape

~530M consumers

\$5.8B 2023 TCCC net revenues(a) (12% of total)

\$3.4B 2023 TCCC operating income^(a) (22% of total)

Key Bottlers

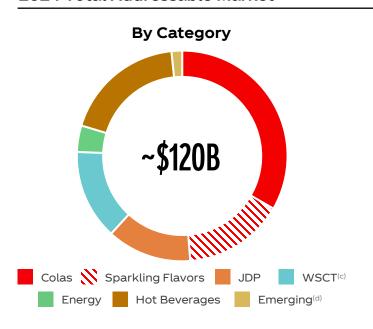


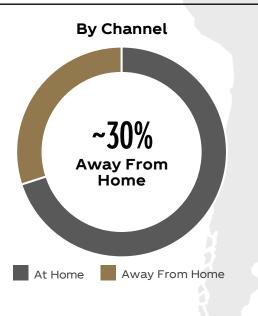






2024 Total Addressable Market(b)





	2024 to 2027 Industry CAGRs	2023 TCCC Share / Change ^(e)
Sparkling Soft Drinks	6-7%	>50% / 0%
Juice, Value-Added Dairy & Plant-Based	6-7%	~25% / 0%
Water, Sports, Coffee & Tea ^(c)	7-8%	~30% / +2%
Energy	>10%	~35% / +17%
Hot Beverages	>10%	<5%
Emerging ^(d)	>10%	<5%

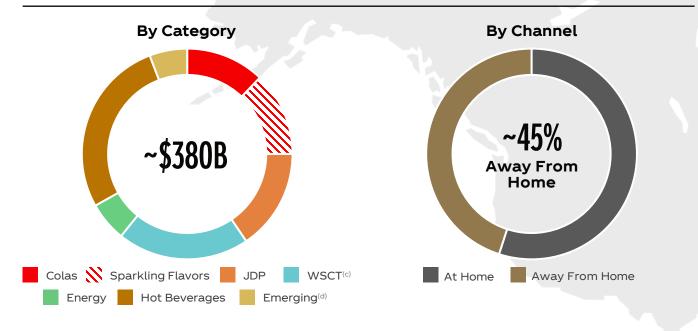
NORTH AMERICA



Market Landscape

~325M consumers
\$16.8B 2023 TCCC net revenues(a) (36% of total)
\$4.5B 2023 TCCC operating income(a) (30% of total)

2024 Total Addressable Market(b)



Key Bottlers













	2024 to 2027 Industry CAGRs	2023 TCCC Share / Change ^(e)
Sparkling Soft Drinks	3-4%	~50% / +1%
Juice, Value-Added Dairy & Plant-Based	3-4%	~20% / +2%
Water, Sports, Coffee & Tea ^(c)	4-5%	~20% / -1%
Energy	5-7%	~40% / +2%
Hot Beverages	3-4%	<5 %
Emerging ^(d)	4-6%	~5%

ASIA PACIFIC



Market Landscape

~3.3B consumers

\$5.5B 2023 TCCC net revenues(a) (12% of total)

\$2.1B 2023 TCCC operating income^(a) (14% of total)

Key Bottlers







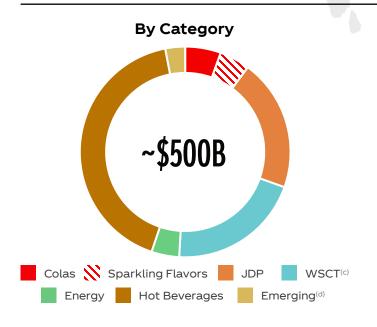


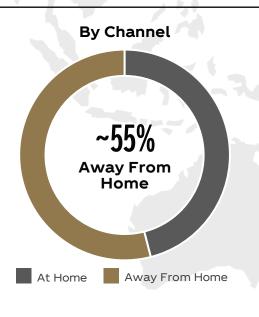






2024 Total Addressable Market(b)





		2024 to 2027 Industry CAGRs	2023 TCCC Share / Change ^(e)
S	oarkling Soft Drinks	5-6%	>50% / +1%
	uice, Value-Added airy & Plant-Based	3-4%	~5% / 0%
	/ater, Sports, offee & Tea ^(c)	4-5%	~10% / -1%
Er	nergy	7-9%	~5% / +2%
Н	ot Beverages	6-7%	<5 %
Er	merging ^(d)	5-6%	<5%

EUROPE, MIDDLE EAST & AFRICA



Market Landscape

~2.1B consumers

\$8.1B 2023 TCCC net revenues^(a) (17% of total)

\$4.2B 2023 TCCC operating income^(a) (28% of total)

Key Bottlers

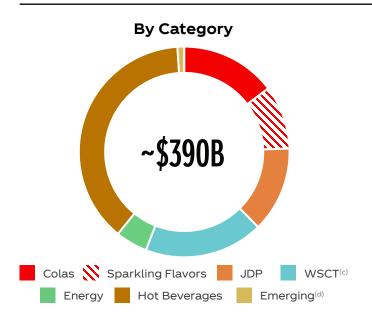


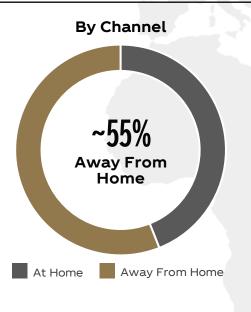






2024 Total Addressable Market(b)





	2024 to 2027 Industry CAGRs	2023 TCCC Share / Change ^(e)
Sparkling Soft Drinks	5-6%	>50% / +2%
Juice, Value-Added Dairy & Plant-Based	4-5%	~10% / +2%
Water, Sports, Coffee & Tea ^(c)	4-5%	~10% / +1%
Energy	8-10%	~20% / +6%
Hot Beverages	4-5%	~3% / +3%
Emerging ^(d)	6-7%	<5%

GLOBAL VENTURES



Global Ventures includes Costa coffee, our equity investment in Monster beverages, innocent juices and smoothies, and doğadan tea

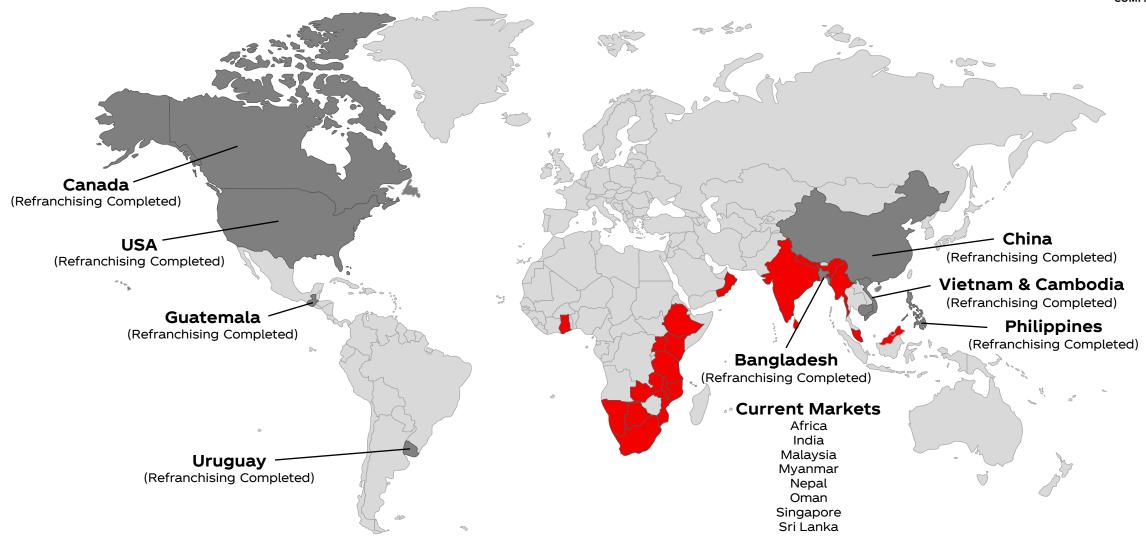
The majority of Global Ventures' 2023 revenue consisted of Costa coffee followed by innocent

Together, Costa coffee and innocent represented ~90% of Global Ventures' 2023 revenue

	BUSINESS MODEL	ECONOMICS
COSTA	Coffee Retail, Foodservice, and RTD	Full P&L
MUNSTER (a)	Distribution Coordination Agreements	Fees
innocent	Finished Goods Juices & Smoothies	Full P&L
doğadan	NRTD Tea	Full P&L

BOTTLING INVESTMENTS GEOGRAPHIC FOOTPRINT





Bottling Investments Comprised 17% of Net Revenues^(a) in 2023 vs. 52% in 2015



APPENDIX

Reconciliations of GAAP and Non-GAAP Financial Measures

DEFINITIONS

"Comparable net revenues" is a non-GAAP financial measure that excludes or has otherwise been adjusted for items impacting comparability. "Organic revenues" is a non-GAAP financial measure that excludes or has otherwise been adjusted for the impact of acquisitions, divestitures and structural changes, as applicable, and the impact of fluctuations in foreign currency exchange rates. Management believes the comparable net revenue (non-GAAP) and organic revenue (non-GAAP) growth measures provide users with useful supplemental information regarding the Company's ongoing revenue performance and trends by presenting revenue growth excluding the impact of items impacting comparability, the impact of foreign exchange as well as the impact of acquisitions, divestitures and structural changes, as applicable.

"Comparable operating income" is a non-GAAP financial measure that excludes or has otherwise been adjusted for items impacting comparability. "Comparable currency neutral operating income" is a non-GAAP financial measure that excludes or has otherwise been adjusted for items impacting comparability and the impact of fluctuations in foreign currency exchange rates. "Comparable operating margin" is a non-GAAP financial measure that excludes or has otherwise been adjusted for items impacting comparability. Management uses these non-GAAP financial measures to evaluate the Company's performance and make resource allocation decisions. Further, management believes the comparable operating income (non-GAAP) and comparable currency neutral operating income (non-GAAP) growth measures and the comparable operating margin (non-GAAP) measure enhance its ability to communicate the underlying operating results and provide investors with useful supplemental information to enhance their understanding of the Company's underlying business performance and trends by improving their ability to compare our period-to-period financial results.

"Comparable EPS" and "comparable currency neutral EPS" are non-GAAP financial measures that exclude or have otherwise been adjusted for items impacting comparability. Comparable currency neutral EPS (non-GAAP) has also been adjusted for the impact of fluctuations in foreign currency exchange rates. Management uses these non-GAAP financial measures to evaluate the Company's performance and make resource allocation decisions. Further, management believes the comparable EPS (non-GAAP) and comparable currency neutral EPS (non-GAAP) growth measures enhance its ability to communicate the underlying operating results and provide investors with useful supplemental information to enhance their understanding of the Company's underlying business performance and trends by improving their ability to compare our period-to-period financial results.

"Net operating profit" is a non-GAAP financial measure that represents the sum of operating income and equity income (loss) - net. "Comparable net operating profit" is a non-GAAP financial measure that excludes or has otherwise been adjusted for items impacting comparability. "Comparable net operating profit after taxes (NOPAT)" is a non-GAAP financial measure that has been adjusted for taxes using the comparable effective tax rate (non-GAAP).

"Comparable effective tax rate" is a non-GAAP financial measure that represents the effective income tax rate on income before income taxes, which excludes or has otherwise been adjusted for items impacting comparability.

"Invested capital" is a non-GAAP financial measure that is calculated by subtracting total cash, cash equivalents, short-term investments and marketable securities from the sum of total debt (non-GAAP) and total equity.

"Return on invested capital (ROIC)" is a non-GAAP financial measure that is calculated by dividing comparable NOPAT (non-GAAP) by average invested capital (non-GAAP). Management uses this non-GAAP financial measure to evaluate the Company's performance and make capital allocation decisions.

"Gross debt" is a non-GAAP financial measure that represents the sum of loans and notes payable, current maturities of long-term debt, and long-term debt. Gross debt (non-GAAP) is also known as "total debt" (non-GAAP).

"Net debt" is a non-GAAP financial measure that is calculated by subtracting total cash, cash equivalents, short-term investments and marketable securities from gross debt (non-GAAP).

"EBITDA" is a non-GAAP financial measure that represents earnings before interest, taxes, depreciation, amortization and other income (loss) - net. "Comparable EBITDA" is a non-GAAP financial measure that excludes or has otherwise been adjusted for items impacting comparability.

"Net debt leverage" is a non-GAAP financial measure that is calculated by dividing net debt (non-GAAP) by comparable EBITDA (non-GAAP). Management uses this non-GAAP financial measure to evaluate the Company's capital allocation decisions.

"Free cash flow" is a non-GAAP financial measure that represents net cash provided by operating activities less purchases of property, plant and equipment. Management uses this non-GAAP financial measure to evaluate the Company's capital allocation decisions.

"Adjusted free cash flow" is a non-GAAP financial measure that represents net cash provided by operating activities less purchases of property, plant and equipment. Beginning with its earnings release for the fourth quarter of 2023, the Company updated the definition to make it consistent with how management evaluates the measure when making capital allocation decisions. Adjusted free cash flow (non-GAAP) now excludes the payment of transition tax resulting from the 2017 Tax Cuts and Jobs Act and other significant cash inflows/outflows that are unusual in nature and/or infrequent in occurrence that we believe do not reflect the Company's underlying liquidity. Management believes adjusted free cash flow (non-GAAP) is useful to investors, analysts and others to evaluate the underlying cash flow the Company generates after investing in property, plant and equipment.

"Adjusted free cash flow conversion ratio" is a non-GAAP financial measure that is calculated by dividing adjusted free cash flow (non-GAAP) by adjusted net income attributable to shareowners of The Coca-Cola Company (non-GAAP). Management uses these non-GAAP measures when making capital allocation decisions. Management believes the free cash flow conversion ratio (non-GAAP) and the adjusted free cash flow conversion ratio (non-GAAP) are useful to investors, analysts and others to evaluate the amount of our underlying earnings that we are able to convert into cash.

(UNAUDITED)

Earnings Per Share:

Reported (GAAP)
Items Impacting Comparability
Comparable (Non-GAAP)

Year Ended Year Ended December 31, 2023 December 31, 2022		Year Ended December 31, 2021		Year Ended December 31, 2020		Year Ended December 31, 2019		Year Ended December 31, 2018		Year Ended December 31, 2017	
\$ 2.47	\$	2.19	\$	2.25	\$ 1.79	\$	2.07	\$	1.50	\$	0.29
0.21		0.30		0.07	 0.16		0.04		0.60		1.64
\$ 2.69	\$	2.48	\$	2.32	\$ 1.95	\$	2.11	\$	2.08	\$	1.92

Reported (GAAP)

Items Impacting Comparability
Comparable (Non-GAAP)

Year Ended Year Ended December 31, 2016 December 31, 2015			Year Ended December 31, 2014		Year Ended December 31, 2013		Year Ended December 31, 2012		Year Ended December 31, 2011		Year Ended December 31, 2010	
\$	1.49	\$ 1.67	\$	1.60	\$	1.90	\$	1.97	\$	1.85	\$	2.53
	0.42	 0.34	_	0.45	_	0.16		0.06	_	0.07		(0.79)
\$	1.91	\$ 2.00	\$	2.04	\$	2.08	\$	2.01	\$	1.92	\$	1.74

Note: Certain columns may not add due to rounding.

(UNAUDITED)

Organic Revenues:

					
Percent Change	Reported Net Revenues (GAAP)	Currency Impact	Impact of Acquisitions, Divestitures and Structural Changes, Net	Impact of Accounting Changes ¹	Organic Revenues (Non-GAAP)
2013	(2)	(2)	(3)	0	3
2014	(2)	(2)	(2)	0	2
2015	(4)	(7)	0	0	4
2016	(5)	(3)	(6)	0	3
2017	(13)	(1)	(16)	0	3
2018	(5)	(1)	(11)	2	5
2019	9	(4)	7	0	6
2020	(11)	(2)	0	0	(9)
2021	17	1	0	0	16
2022	11	(7)	2	0	16
2023	6	(4)	(1)	0	12

2019-2023 Five-Year Average Percent Change	6	8
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Note: Certain rows may not add due to rounding.

¹ Represents the impact of adoption of revenue recognition accounting standard (ASC 606).

(UNAUDITED)

Operating Margin:

Reported Operating Margin (GAAP)

Items Impacting Comparability (Non-GAAP) Comparable Operating Margin (Non-GAAP)

Year Ended	Year Ended	Basis Point Growth		
December 31, 2016	December 31, 2014	(Decline)		
20.61%	21.10%	(49)		
(3.18%)	(2.71%)			
23.79%	23.81%	(2)		

Reported Operating Margin (GAAP)

Items Impacting Comparability (Non-GAAP) Comparable Operating Margin (Non-GAAP)

Year Ended December 31, 2023	Year Ended December 31, 2018	Basis Point Growth (Decline)		
24.72%	26.68%	(196)		
(4.41%)	(2.15%)			
29.13%	28.83%	30		

(UNAUDITED)

Earnings Per Share:

Reported (GAAP)

Items Impacting Comparability
Comparable (Non-GAAP)

Reported (GAAP)

Items Impacting Comparability
Comparable (Non-GAAP)

Percent Change — Reported EPS

Percent Change — Comparable EPS (Non-GAAP)

Five-Year Average Percent Change — Reported EPSFive-Year Average Percent Change — Comparable EPS (Non-GAAP)

	Year Ended December 31, 2019	Year Ended December 31, 2020		Year End December 3		ar Ended ber 31, 2022	Year Ended December 31, 2023		
,	2.07	\$	1.79	\$	2.25	\$ 2.19	\$	2.47	
1.	0.04		0.16		0.07	 0.30		0.22	
5	2.11	\$	1.95	\$	2.32	\$ 2.48	\$	2.69	

Year Ended December 31, 2018	Year Ended December 31, 2019	Year Ended December 31, 2020		Year Ended December 31, 2021	Year Ended December 31, 2022
\$ 1.50	\$ 2.07	\$ 1.79	\$	2.25	\$ 2.19
0.59	0.04	 0.16	_	0.07	0.30
\$ 2.08	\$ 2.11	\$ 1.95	\$	2.32	\$ 2.48

Year Ended December 31, 2019	Year Ended December 31, 2020	Year Ended December 31, 2021	Year Ended December 31, 2022	Year Ended December 31, 2023
38	(13)	26	(3)	13
1	(8)	19	7	8

12	
6	

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

(UNAUDITED) (In millions)

Free Cash Flow:

Net Cash Provided by Operating Activities (GAAP)
Purchases of Property, Plant and Equipment (GAAP)

Free Cash Flow (Non-GAAP)

Net Cash Provided by Operating Activities (GAAP) Purchases of Property, Plant and Equipment (GAAP)

Free Cash Flow (Non-GAAP)

Percent Change — Net Cash Provided by Operating Activities
Percent Change — Free Cash Flow (Non-GAAP)

Five-Year Average Percent Change — Net Cash Provided by Operating Activities

Five-Year Average Percent Change — Free Cash Flow (Non-GAAP)

Year Ended December 31, 2019	Year Ended December 31, 2020	Year Ended December 31, 2021	Year Ended December 31, 2022	Year Ended December 31, 2023
\$ 10,471 (2,054)	9,844 (1,177)	12,625 (1,367)	\$ 11,018 (1,484)	11,599 (1,852)
\$ 8,417	\$ 8,667	\$ 11,258	\$ 9,534	\$ 9,747

Year Ended December 31, 2018	Year Ended December 31, 2019	Year Ended December 31, 2020	Year Ended December 31, 2021	Year Ended December 31, 2022
\$ 7,627 (1,548)	\$ 10,471 (2,054)	\$ 9,844 (1,177)	\$ 12,625 (1,367)	\$ 11,018 (1,484)
\$ 6,079	\$ 8,417	\$ 8,667	\$ 11,258	\$ 9,534

Year Ended December 31, 2019	Year Ended December 31, 2020	Year Ended December 31, 2021	Year Ended December 31, 2022	Year Ended December 31, 2023
37	(6)	28	(13)	5
38	3	30	(15)	2

10	
12	

Note: Certain percentages may not recalculate using the rounded dollar amounts provided.

(UNAUDITED) (In millions)

Net Operating Profit After Taxes (NOPAT):

	Year Ended December 31, 2015		
Operating income Equity income (loss) — net	\$	8,787 489	
Net operating profit (Non-GAAP)		9,276	
Items impacting comparability		1,556	
Comparable net operating profit (Non-GAAP)	\$	10,832	
Comparable effective tax rate (Non-GAAP)		22.5%	
Comparable net operating profit after taxes (NOPAT) (Non-GAAP)	\$	8,395	

Invested Capital:

Loans and notes payable Current maturities of long-term debt Long-term debt
Total debt (Non-GAAP) Total equity
<u>Less:</u> Total cash, cash equivalents and short-term investments
Marketable securities
Invested capital (Non-GAAP)

2015 Two-Year Average	As of December 31, 2014	As of December 31, 2015		
\$ 16,130	\$ 19,130	\$ 13,129		
3,113	3,550	2,676		
 23,661	19,010	28,311		
42,903	41,690	44,116		
28,163	30,561	25,764		
16,821 3,967	18,010 3,665	15,631 4,269		
\$ 50,278	\$ 50,576	\$ 49,980		

2015 Return on Invested Capital (ROIC):

Return on invested capital (ROIC) (Non-GAAP) ¹ 16.7%

¹ Return on invested capital is calculated by dividing comparable net operating profit after taxes by invested capital.

(UNAUDITED) (In millions)

Net Operating Profit After Taxes (NOPAT):

	 ear Ended mber 31, 2023
Operating income Equity income (loss) — net	\$ 11,311 1,691
Net operating profit (Non-GAAP) Items impacting comparability	13,002 2,184
Comparable net operating profit (Non-GAAP)	\$ 15,186
Comparable effective tax rate (Non-GAAP)	19.0%
Comparable net operating profit after taxes (NOPAT) (Non-GAAP)	\$ 12,301

Invested Capital:

Loans and notes payable Current maturities of long-term debt Long-term debt
Total debt (Non-GAAP) Total equity
Less:
Total cash, cash equivalents and short-term investments Marketable securities
Invested capital (Non-GAAP)

	2023 Two-Year Average	As of December 31, 2022	As of December 31, 2023				
\$	3,465	\$ 2,373	\$ 4,557				
	1,180	399	1,960				
_	35,962	36,377	35,547				
	40,607	39,149	42,064				
	26,653	25,826	27,480				
	11,463 1,185	10,562 1,069	12,363 1,300				
\$	54,612	\$ 53,344	\$ 55,881				

2023 Return on Invested Capital (ROIC):

Return on invested capital (ROIC) (Non-GAAP) $^{\rm 1}$

22.5%

¹ Return on invested capital is calculated by dividing comparable net operating profit after taxes by invested capital.

(UNAUDITED)

(In millions except net debt leverage)

Gross Debt and Net Debt:

	December 3	31, 2023
Cash and cash equivalents	\$	9,366
Short-term investments		2,997
Marketable securities		1,300
Total cash, cash equivalents, short-term investments and marketable securities	\$	13,663
Loans and notes payable	\$	4,557
Current maturities of long-term debt		1,960
Long-term debt		35,547
Gross debt (Non-GAAP)	\$	42,064

¹ Net debt is calculated by subtracting total cash, cash equivalents, short-term investments and marketable securities from gross debt.

EBITDA:

Net debt (Non-GAAP) 1

	Dece	mber 31, 2023
Income before income taxes	\$	12,952
Less income items:		
Interest income		907
Other income (loss) — net		570
Add expense items:		
Interest expense		1,527
Depreciation and amortization		1,128
Earnings before interest, taxes, depreciation and amortization (EBITDA) (Non-GAAP)	\$	14,130
Items impacting comparability		2,184
Comparable EBITDA (Non-GAAP)	\$	16,314

Net Debt Leverage:

Net debt (Non-GAAP)
Comparable EBITDA (Non-GAAP)
Net debt leverage (Non-GAAP)

	As of and Y December	
	\$	28,401
	\$	16,314
L		1.7x

Year Ended

As of

28,401

\$

(UNAUDITED) (In millions)

Free Cash Flow:

Net Cash Provided by Operating Activities

Purchases of Property, Plant and Equipment
Free Cash Flow (Non-GAAP)

Transition Tax Payments

Year Ended							
December 31, 2018	December 31, 2019	December 31, 2020	December 31, 2021	December 31, 2022	December 31, 2023		
\$ 7,627	\$ 10,471	\$ 9,844	\$ 12,625	\$ 11,018	\$ 11,599		
(1,548)	(2,054)	(1,177)	(1,367)	(1,484)	(1,852)		
6,079	8,417	8,667	11,258	9,534	9,747		

205	205	205	205	385	700
385	385	385	385	385	123

(UNAUDITED) (In millions)

Purchases and Issuances of Stock:

Reported (GAAP):
Issuances of Stock
Purchases of Stock for Treasury
Net Change in Stock Issuance Receivables ¹
Net Share Repurchases (Non-GAAP)

 er Ended ber 31, 2020	 er Ended ber 31, 2021		ear Ended mber 31, 2022	Year Ended December 31, 2023			
	,		· · · · · · · · · · · · · · · · · · ·		· · · · · · · · · · · · · · · · · · ·		
\$ 647	\$ \$ 702		837	\$	539		
(118)	(111)		(1,418)		(2,289)		
 6			(5)		5		
\$ 535	\$ 591	\$	(586)	\$	(1,745)		

¹ Represents the net change in receivables related to employee stock options exercised but not settled prior to the end of the year.

(UNAUDITED) (In billions)

Projected 2024 Free Cash Flow:

Projected GAAP Net Cash Provided by Operating Activities ¹
Projected GAAP Purchases of Property, Plant and Equipment
Projected Free Cash Flow (Non-GAAP)

	Ending
Decembe	er 31, 2024
\$	11.4
	(2.2)
\$	9.2

¹ Does not include the impact of the ongoing tax litigation with the U.S. Internal Revenue Service, if the company were not to prevail.

(UNAUDITED)

(In millions)

Net Operating Revenues by Operating Segment:

Reported (GAAP)

Items Impacting Comparability:

Other Items

Comparable (Non-GAAP)

Year Ended December 31, 2023																	
Europe, Middle East & Africa		ast Latin			North America		Asia Pacific				Bottling Investments		Corporate		Eliminations	Consolidated	
\$	8,078	\$	5,830	\$	16,774	\$	5,455	\$	3,064	\$	7,860	\$	126	\$	(1,433)	\$	45,754
1			4				25						<u> </u>	_	<u> </u>		30
\$	8,079	\$	5,834	\$	16,774	\$	5,480	\$	3,064	\$	7,860	\$	126	\$	(1,433)	\$	45,784

Operating Income (Loss) by Operating Segment:

Reported (GAAP)

Items Impacting Comparability: Asset Impairments

Transaction Gains/Losses
Restructuring

Other Items

Comparable (Non-GAAP)

	Year Ended December 31, 2023														
Europe, Middle East & Africa		Latin America				Asia Pacific			Global Ventures	Bottling Investments			Corporate	Consolidated	
\$	4,202	\$	3,432	\$	4,435	\$	2,040	\$	329	\$	578	\$	(3,705)	\$	11,311
	-		-		-		-		-		-		-		-
	-		-		-		-		-		-		1,691		1,691
	-		-		26		-		-		-		165		191
	1	_	4	_	48	_	60		<u>-</u>		8	_	22	_	143
\$	4,203	\$	3,436	\$	4,509	\$	2,100	\$	329	\$	586	\$	(1,827)	\$	13,336