



THE COCA-COLA COMPANY



Q3 AND YEAR-TO-DATE 2019 MARGIN ANALYSIS

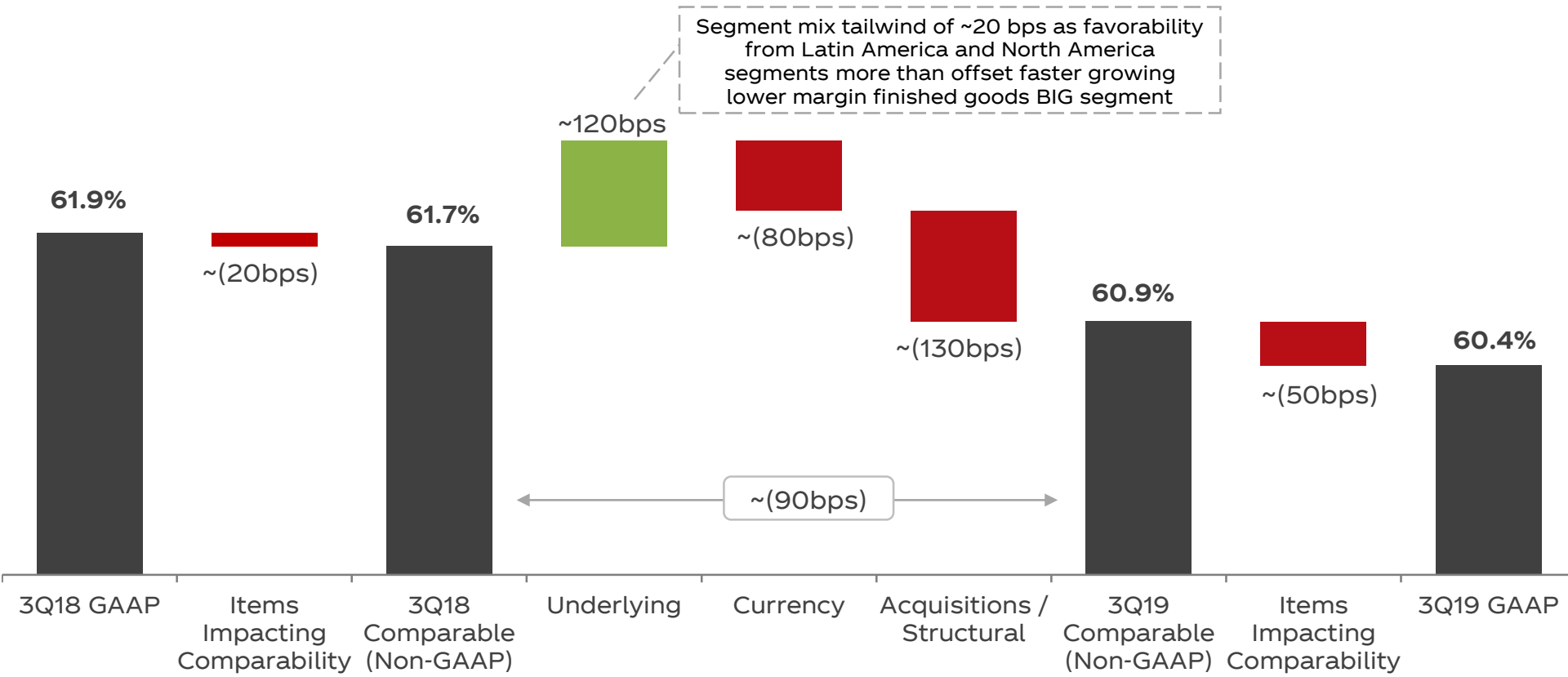
RECONCILIATION TO U.S. GAAP FINANCIAL INFORMATION

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.



Q3 2019 MARGIN ANALYSIS

CONSOLIDATED GROSS MARGIN



KEY TAKEAWAYS

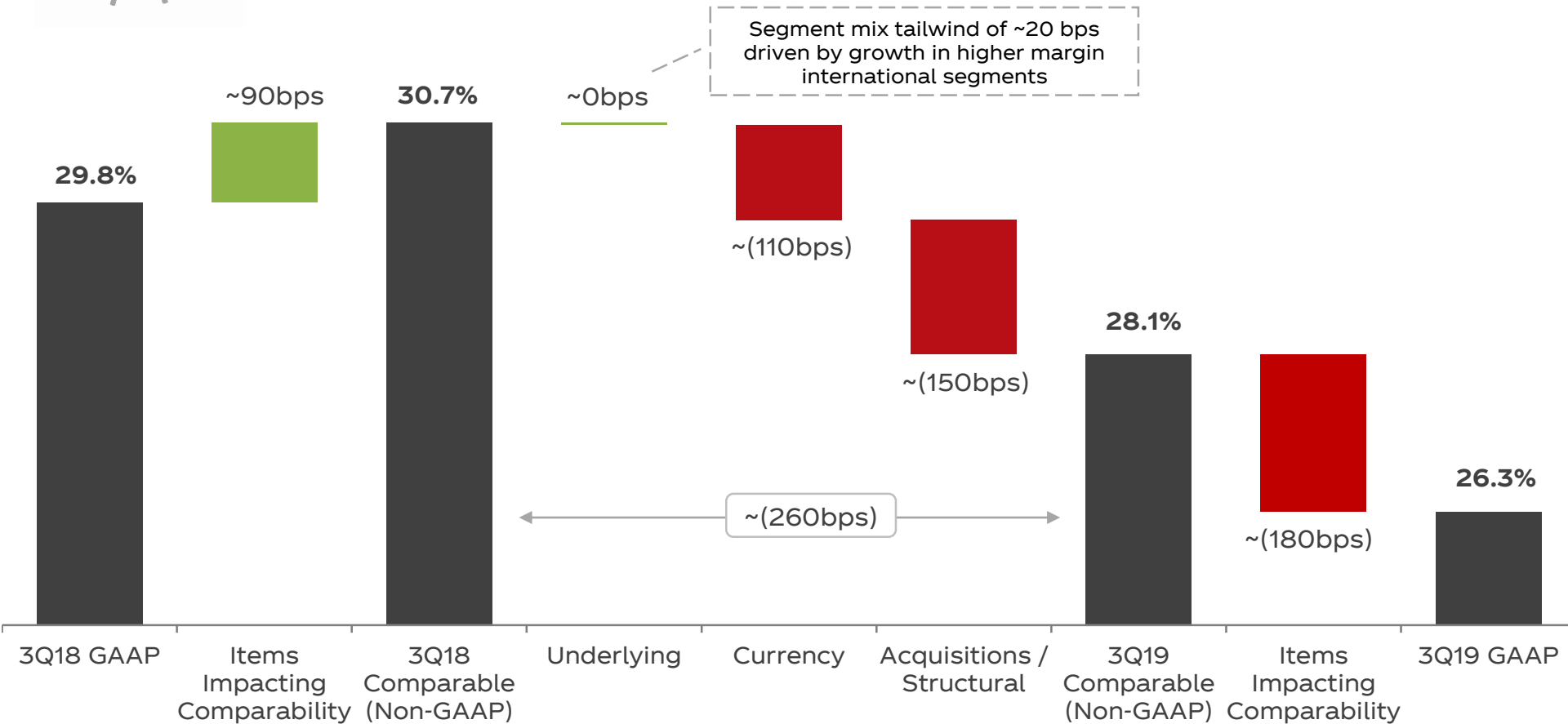
- Items impacting comparability primarily relate to economic hedging activities and previously unrecognized depreciation and amortization for Coca-Cola Beverages Africa (CCBA).
- Underlying gross margin expanded by ~120 bps driven by margin expansion across most operating segments along with a positive segment mix.
- The structural impact to gross margin was primarily due to the net effect of the purchase of Philippines bottling operations and the refranchising of Canada bottling operations. Acquisitions were a minimal impact to margin.

Note: Numbers may not add due to rounding.



Q3 2019 MARGIN ANALYSIS

CONSOLIDATED OPERATING MARGIN



KEY TAKEAWAYS

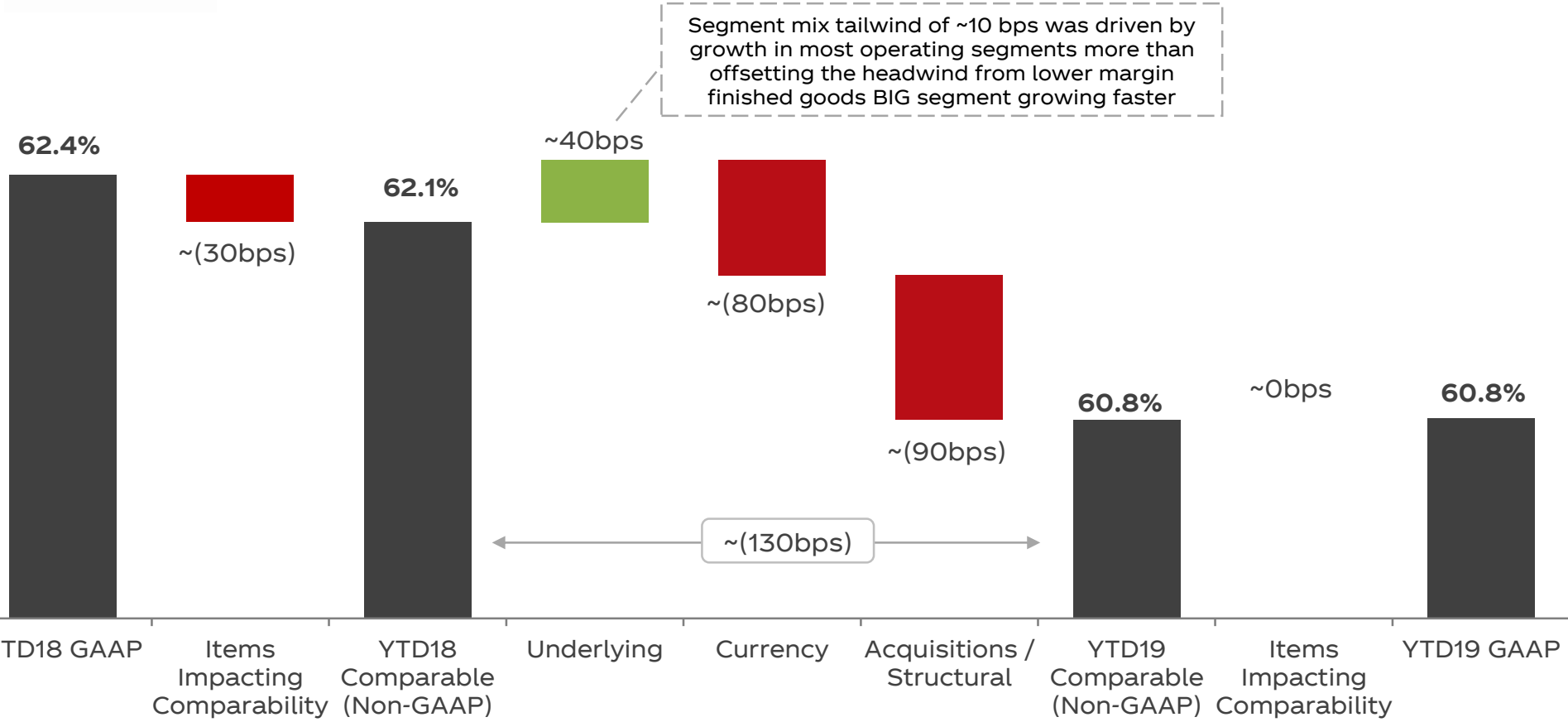
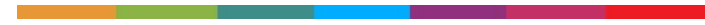
- Items impacting comparability primarily relate to productivity & reinvestment initiatives, transaction gains & losses, asset impairments, and previously unrecognized depreciation and amortization for Coca-Cola Beverages Africa (CCBA).
- Underlying operating margin was roughly even primarily as a result of cycling the timing of expenses from Q3 of 2018 in addition to the timing of certain expenses in the current quarter.
- The acquisition of lower margin finished goods businesses of Costa & CHI impacted operating margin. The structural impact to margin was primarily due to the net effect of the purchase of Philippines bottling operations and the refranchising of Canada bottling operations.

Note: Numbers may not add due to rounding.



YTD 2019 MARGIN ANALYSIS

CONSOLIDATED GROSS MARGIN



KEY TAKEAWAYS

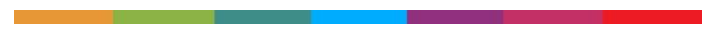
- Items impacting comparability primarily relate to economic hedging activities and previously unrecognized depreciation and amortization for Coca-Cola Beverages Africa (CCBA).
- Underlying gross margin expanded by ~40 bps driven by margin expansion across most operating segments along with a segment mix tailwind.
- The structural impact to gross margin was primarily due to the net effect of the purchase of Philippines bottling operations and the refranchising of Canada, Uruguay and Guatemala bottling operations. Acquisitions were a minimal impact to margin.

Note: Numbers may not add due to rounding.

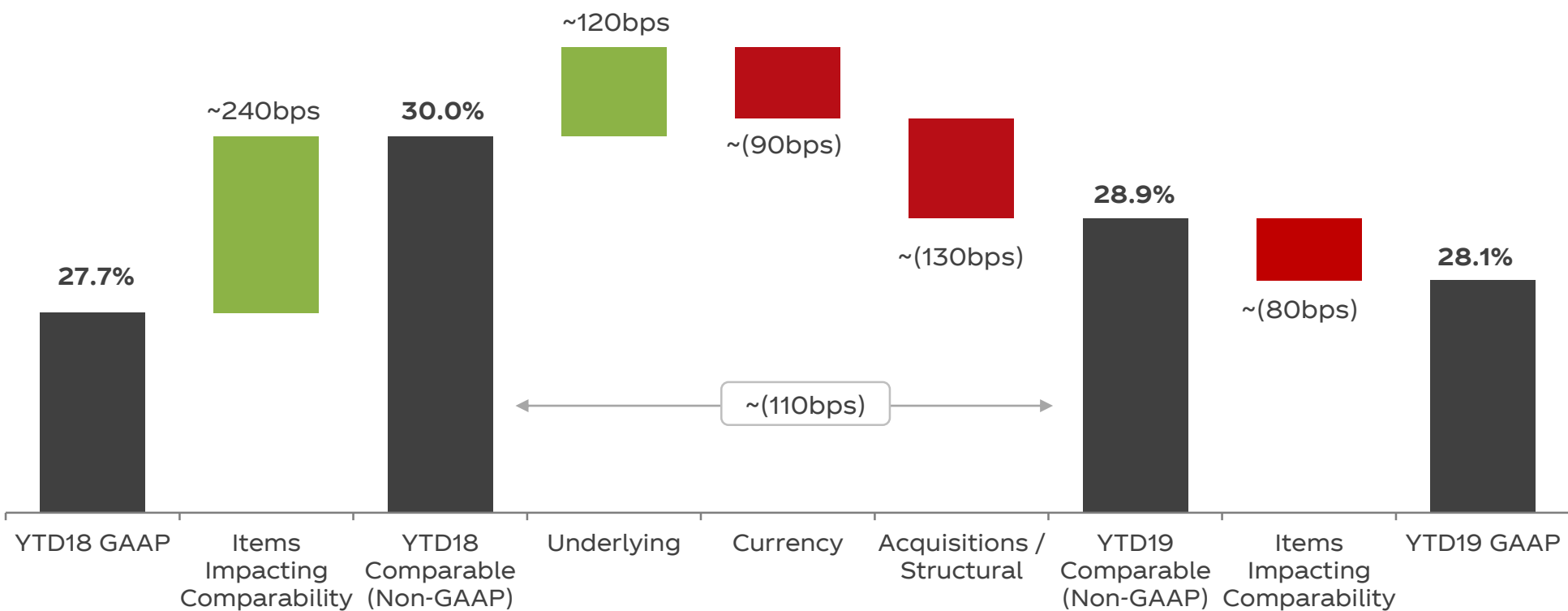


YTD 2019 MARGIN ANALYSIS

CONSOLIDATED OPERATING MARGIN



Segment mix was even as tailwind from growth in higher margin international businesses was fully offset by headwind from growth in lower margin BIG business



KEY TAKEAWAYS

- Items impacting comparability primarily relate to productivity & reinvestment initiatives, transaction gains & losses, asset impairments, and previously unrecognized depreciation and amortization for Coca-Cola Beverages Africa (CCBA).
- Broad-based underlying operating margin improvement was primarily driven by revenue growth management (RGM) initiatives in EMEA and strong operating leverage in North America.
- The acquisition of lower margin finished goods businesses of Costa & CHI impacted operating margin. The structural impact was primarily due to the net effect of the purchase of Philippines bottling operations and the refranchising of Canada, Uruguay and Guatemala bottling operations.

Note: Numbers may not add due to rounding.



THE COCA-COLA COMPANY



APPENDIX RECONCILIATIONS OF GAAP AND NON-GAAP FINANCIAL MEASURES

THE COCA-COLA COMPANY AND SUBSIDIARIES

Reconciliation of GAAP and Non-GAAP Financial Measures

(UNAUDITED)

Gross Margin:

	Three Months Ended September 27, 2019	Three Months Ended September 28, 2018	Basis Point Growth (Decline)
Reported Gross Margin (GAAP)	60.37%	61.87%	(150)
Items Impacting Comparability	(0.50%)	0.15%	
Comparable Gross Margin (Non-GAAP)	60.87%	61.72%	(85)
Comparable Currency Impact (Non-GAAP)	(0.79%)	0.00%	
Comparable Currency Neutral Gross Margin (Non-GAAP)	61.66%	61.72%	(6)
Impact of Acquisitions and Structural Items on Comparable Currency Neutral Gross Margin (Non-GAAP)	(1.62%)	(0.37%)	
Underlying Gross Margin (Non-GAAP)	63.28%	62.09%	119

	Nine Months Ended September 27, 2019	Nine Months Ended September 28, 2018	Basis Point Growth (Decline)
Reported Gross Margin (GAAP)	60.80%	62.39%	(159)
Items Impacting Comparability (Non-GAAP)	0.01%	0.31%	
Comparable Gross Margin (Non-GAAP)	60.79%	62.08%	(129)
Comparable Currency Impact (Non-GAAP)	(0.76%)	0.00%	
Comparable Currency Neutral Gross Margin (Non-GAAP)	61.55%	62.08%	(53)
Impact of Acquisitions and Structural Items on Comparable Currency Neutral Gross Margin (Non-GAAP)	(1.59%)	(0.65%)	
Underlying Gross Margin (Non-GAAP)	63.14%	62.73%	41

THE COCA-COLA COMPANY AND SUBSIDIARIES

Reconciliation of GAAP and Non-GAAP Financial Measures

(UNAUDITED)

Operating Margin:

	Three Months Ended September 27, 2019	Three Months Ended September 28, 2018	Basis Point Growth (Decline)
Reported Operating Margin (GAAP)	26.28%	29.79%	(351)
Items Impacting Comparability	(1.79%)	(0.91%)	
Comparable Operating Margin (Non-GAAP)	28.07%	30.70%	(263)
Comparable Currency Impact (Non-GAAP)	(1.08%)	0.00%	
Comparable Currency Neutral Operating Margin (Non-GAAP)	29.15%	30.70%	(155)
Impact of Acquisitions and Structural Items on Comparable Currency Neutral Operating Margin (Non-GAAP)	(2.13%)	(0.61%)	
Underlying Operating Margin (Non-GAAP)	31.28%	31.31%	(3)

	Nine Months Ended September 27, 2019	Nine Months Ended September 28, 2018	Basis Point Growth (Decline)
Reported Operating Margin (GAAP)	28.09%	27.65%	44
Items Impacting Comparability (Non-GAAP)	(0.83%)	(2.36%)	
Comparable Operating Margin (Non-GAAP)	28.92%	30.01%	(109)
Comparable Currency Impact (Non-GAAP)	(0.95%)	0.00%	
Comparable Currency Neutral Operating Margin (Non-GAAP)	29.87%	30.01%	(14)
Impact of Acquisitions and Structural Items on Comparable Currency Neutral Operating Margin (Non-GAAP)	(2.35%)	(1.03%)	
Underlying Operating Margin (Non-GAAP)	32.22%	31.04%	118