
**UNITED STATES
SECURITIES AND EXCHANGE COMMISSION
WASHINGTON, D.C. 20549**

FORM 8-K

CURRENT REPORT

Pursuant to Section 13 or 15(d) of the Securities Exchange Act of 1934

Date of Report (Date of earliest event reported):
April 30, 2024



(Exact name of Registrant as specified in its charter)

Delaware (State or other jurisdiction of incorporation)	001-02217 (Commission File Number)	58-0628465 (I.R.S. Employer Identification No.)
One Coca-Cola Plaza Atlanta, Georgia (Address of principal executive offices)		30313 (Zip Code)

Registrant's telephone number, including area code: (404) 676-2121

Check the appropriate box below if the Form 8-K filing is intended to simultaneously satisfy the filing obligation of the Registrant under any of the following provisions:

- Written communications pursuant to Rule 425 under the Securities Act (17 CFR 230.425)
- Soliciting material pursuant to Rule 14a-12 under the Exchange Act (17 CFR 240.14a-12)
- Pre-commencement communications pursuant to Rule 14d-2(b) under the Exchange Act (17 CFR 240.14d-2(b))
- Pre-commencement communications pursuant to Rule 13e-4(c) under the Exchange Act (17 CFR 240.13e-4(c))

Securities registered pursuant to Section 12(b) of the Act:

Title of each class	Trading Symbol(s)	Name of each exchange on which registered
Common Stock, \$0.25 Par Value	KO	New York Stock Exchange
1.875% Notes Due 2026	KO26	New York Stock Exchange
0.750% Notes Due 2026	KO26C	New York Stock Exchange
1.125% Notes Due 2027	KO27	New York Stock Exchange
0.125% Notes Due 2029	KO29A	New York Stock Exchange
0.125% Notes Due 2029	KO29B	New York Stock Exchange
0.400% Notes Due 2030	KO30B	New York Stock Exchange
1.250% Notes Due 2031	KO31	New York Stock Exchange
0.375% Notes Due 2033	KO33	New York Stock Exchange
0.500% Notes Due 2033	KO33A	New York Stock Exchange
1.625% Notes Due 2035	KO35	New York Stock Exchange
1.100% Notes Due 2036	KO36	New York Stock Exchange
0.950% Notes Due 2036	KO36A	New York Stock Exchange
0.800% Notes Due 2040	KO40B	New York Stock Exchange
1.000% Notes Due 2041	KO41	New York Stock Exchange

Indicate by check mark whether the Registrant is an emerging growth company as defined in Rule 405 of the Securities Act of 1933 (§230.405 of this chapter) or Rule 12b-2 of the Securities Exchange Act of 1934 (§240.12b-2 of this chapter).

Emerging growth company

If an emerging growth company, indicate by check mark if the Registrant has elected not to use the extended transition period for complying with any new or revised financial accounting standards provided pursuant to Section 13(a) of the Exchange Act.

Item 2.02. Results of Operations and Financial Condition.

Attached as Exhibit 99.1 is a copy of a press release of The Coca-Cola Company (“Company”), dated April 30, 2024, reporting the Company’s financial results for the first quarter 2024. The information in this Item 2.02, including the Exhibit 99.1 attached hereto, shall not be deemed “filed” for purposes of Section 18 of the Securities Exchange Act of 1934, as amended, nor shall it be deemed incorporated by reference in any filing under the Securities Act of 1933, as amended, except as shall be expressly set forth by specific reference in such filing.

Item 9.01(d). Financial Statements and Exhibits.

EXHIBIT INDEX

<u>Exhibit No.</u>	<u>Description</u>
<u>Exhibit 99.1</u>	<u>Press Release of The Coca-Cola Company, dated April 30, 2024, reporting The Coca-Cola Company’s financial results for the first quarter 2024.</u>
Exhibit 104	Cover Page Interactive Data File (the cover page XBRL tags are embedded within the iXBRL document).

SIGNATURES

Pursuant to the requirements of the Securities Exchange Act of 1934, the Registrant has duly caused this report to be signed on its behalf by the undersigned, thereunto duly authorized.

THE COCA-COLA COMPANY (REGISTRANT)

Date: April 30, 2024

By: /s/ MARK RANDAZZA

Mark Randazza
Senior Vice President, Assistant Controller and Chief
Accounting Officer



News Release

Coca-Cola Reports First Quarter 2024 Results and Provides Updated Guidance

Global Unit Case Volume Grew 1%

Net Revenues Grew 3%;
Organic Revenues (Non-GAAP) Grew 11%

Operating Income Declined 36%;
Comparable Currency Neutral Operating Income (Non-GAAP) Grew 13%

Operating Margin Was 18.9% Versus 30.7% in the Prior Year;
Comparable Operating Margin (Non-GAAP) Was 32.4% Versus 31.8% in the Prior Year

EPS Grew 3% to \$0.74; Comparable EPS (Non-GAAP) Grew 7% to \$0.72

ATLANTA, April 30, 2024 – The Coca-Cola Company today reported first quarter 2024 results. “We’re encouraged by our start to 2024, delivering another quarter of volume, topline and earnings growth amidst a dynamic backdrop,” said James Quincey, Chairman and CEO of The Coca-Cola Company. “We believe our global system is primed for sustained success, thanks to the right strategies, clear alignment, a powerful portfolio and strong execution.”

Highlights

Quarterly Performance

- **Revenues:** Net revenues grew 3% to \$11.3 billion, and organic revenues (non-GAAP) grew 11%. Revenue performance included 13% growth in price/mix and a 2% decline in concentrate sales. Concentrate sales were 3 points behind unit case volume, largely due to the timing of concentrate shipments and the impact of one less day in the quarter.
- **Operating margin:** Operating margin was 18.9% versus 30.7% in the prior year, while comparable operating margin (non-GAAP) was 32.4% versus 31.8% in the prior year. The operating margin decline was driven by items impacting comparability, including a charge of \$765 million related to the remeasurement of our contingent consideration liability to fair value in conjunction with our acquisition of fairlife, LLC (“fairlife”) in 2020 and a non-cash impairment charge of \$760 million related to the BODYARMOR trademark, as well as currency headwinds. Comparable operating margin (non-GAAP) expansion was primarily driven by the impact of franchising bottling operations and strong topline growth, partially offset by currency headwinds and an increase in marketing investments.

- **Earnings per share:** EPS grew 3% to \$0.74, while comparable EPS (non-GAAP) grew 7% to \$0.72. EPS performance included the impact of a 7-point currency headwind, while comparable EPS (non-GAAP) performance included the impact of a 9-point currency headwind.
- **Market share:** The company gained value share in total nonalcoholic ready-to-drink (NARTD) beverages.
- **Cash flow:** Cash flow from operations was \$528 million, an increase of \$368 million versus the prior year, driven by strong business performance and working capital initiatives, partially offset by currency headwinds. Free cash flow (non-GAAP) was \$158 million, an increase of \$274 million versus the prior year.

Company Updates

- **Trademark Coca-Cola led growth supported by broad innovation:** With consumers increasing their engagement across various social media platforms, the company launched Coca-Cola Happy Tears Zero Sugar, its first product sold exclusively on social media in the United States and Great Britain. Building on the Coke Creations platform, Happy Tears reached consumers with a limited-edition beverage inspired by tears of joy from small acts of kindness. “Hype kits” containing Coca-Cola Happy Tears Zero Sugar and kindness-themed accessories sold out in less than 24 hours and garnered more than 2 billion impressions. In the quarter, the company also introduced Foodmarks by Coca-Cola — as part of the “Recipe for Magic” platform — in over 4,000 locations worldwide. To drive excitement, unique dining experiences were created that pair Coke with meals and local culture. In Thailand, legendary restaurants were transformed into Foodmarks, celebrating street food, music and Coca-Cola. This kind of marketing, which connects consumption occasions with live experiences and consumer passion points, contributed to Trademark Coca-Cola value share gains and volume growth ahead of total company growth. The company also continued to meet consumers’ evolving needs by extending offerings and distribution with affordable and premium packages. In Africa, packages at affordable price points, such as returnable glass and plastic, grew volume double digits for the second consecutive quarter. In the United States, the company continued to expand mini-can availability through mini-can variety packs in the club channel.
- **Continuing to drive digital capabilities:** The company continued to leverage digital tools to deepen end-to-end relationships with consumers and customers. For example, the company used scannable codes on its packaging to engage consumers, collect first-party data and drive transactions. In the first quarter, there were over 200 active connected packs in more than 40 global markets offering exclusive personalized experiences to consumers. Additionally, the company and its bottling partners continue to invest in digitizing their customer base by integrating fragmented trade customers into B2B platforms. In the first quarter, there was an 8% increase of connected customers compared to the prior year, reaching nearly 8 million customers on B2B platforms. The company continues to utilize the power of AI, as AI-enabled suggested orders are fueling growth. In Latin America, suggested order capabilities have benefited over 3 million outlets, while in India, retailers are leveraging AI-powered suggested order recommendations on Coke Buddy, a customer engagement platform, to place bulk orders via the app. At the shopper level, digital capabilities enabled bottling partners to personalize point-of-sale messaging and drive basket incidence more effectively and efficiently. In Japan’s vending channel, the Coke On app has reached over 50 million downloads and accounts for more than 1 million transactions per day.

Operating Review – Three Months Ended March 29, 2024

Revenues and Volume

Percent Change	Concentrate Sales ¹	Price/Mix	Currency Impact	Acquisitions, Divestitures and Structural Changes, Net	Reported Net Revenues	Organic Revenues ²	Unit Case Volume ³
Consolidated	(2)	13	(6)	(2)	3	11	1
Europe, Middle East & Africa	(6)	22	(18)	0	(3)	15	2
Latin America	(1)	22	(11)	0	10	22	4
North America	0	7	0	0	7	7	0
Asia Pacific	(1)	8	(3)	3	7	7	(2)
Global Ventures ⁴	2	(1)	3	0	3	1	1
Bottling Investments	6	6	(5)	(15)	(7)	13	(7)

Operating Income and EPS

Percent Change	Reported Operating Income	Items Impacting Comparability	Currency Impact	Comparable Currency Neutral Operating Income ²
Consolidated	(36)	(41)	(8)	13
Europe, Middle East & Africa	(5)	1	(16)	10
Latin America	10	1	(8)	17
North America	(57)	(68)	0	11
Asia Pacific	16	4	(5)	17
Global Ventures	7	8	3	(4)
Bottling Investments	13	(3)	(3)	19

Percent Change	Reported EPS	Items Impacting Comparability	Currency Impact	Comparable Currency Neutral EPS ²
Consolidated	3	(4)	(9)	15

Note: Certain rows may not add due to rounding.

¹ For Bottling Investments, this represents the percent change in net revenues attributable to the increase (decrease) in unit case volume computed based on total sales (rather than average daily sales) in each of the corresponding periods after considering the impact of structural changes, if any.

² Organic revenues, comparable currency neutral operating income and comparable currency neutral EPS are non-GAAP financial measures. Refer to the Reconciliation of GAAP and Non-GAAP Financial Measures section.

³ Unit case volume is computed based on average daily sales.

⁴ Due to the combination of multiple business models in the Global Ventures operating segment, the composition of concentrate sales and price/mix may fluctuate materially from period to period. Therefore, the company places greater focus on revenue growth as the best indicator of underlying performance of the Global Ventures operating segment.

In addition to the data in the preceding tables, operating results included the following:

Consolidated

- Unit case volume grew 1%. Developed markets were even, while developing and emerging markets grew low single digits, driven by growth in Brazil, the Philippines and Nigeria.

Unit case volume performance included the following:

- Sparkling soft drinks grew 2%, led by strong performance in Latin America. Trademark Coca-Cola grew 2%, driven by growth in Latin America, Asia Pacific and North America. Coca-Cola Zero Sugar grew 6%, driven by growth in Latin America, Europe, Middle East and Africa, and North America. Sparkling flavors were even, as growth in Europe, Middle East and Africa and Latin America was offset by a decline in Asia Pacific.
- Juice, value-added dairy and plant-based beverages grew 2%, led by North America.
- Water, sports, coffee and tea declined 2%. Water declined 2%, driven by Asia Pacific and North America. Sports drinks declined 3%, as growth in Latin America and Europe, Middle East and Africa was more than offset by a decline in North America. Coffee declined 3%, primarily due to the performance of Costa coffee in the United Kingdom. Tea grew 2%, driven by growth in Europe, Middle East and Africa and Latin America.
- Price/mix grew 13%. Approximately 6 points were driven by pricing from markets experiencing intense inflation, with the remainder driven by pricing actions in the marketplace and favorable mix. Concentrate sales were 3 points behind unit case volume, primarily due to the timing of concentrate shipments as well as the impact of one less day in the quarter.
- Operating income declined 36%, driven by items impacting comparability, including a charge of \$765 million related to the remeasurement of our contingent consideration liability to fair value in conjunction with our acquisition of fairlife and a non-cash impairment charge of \$760 million related to the BODYARMOR trademark, as well as currency headwinds. Comparable currency neutral operating income (non-GAAP) grew 13%. Performance was driven by organic revenue (non-GAAP) growth across all operating segments, partially offset by an increase in marketing investments.

Europe, Middle East & Africa

- Unit case volume grew 2%, driven by growth in water, sports, coffee and tea as well as sparkling flavors. Growth was led by Nigeria, Germany and South Africa.
- Price/mix grew 22%. Approximately two-thirds was driven by pricing from markets experiencing intense inflation, with the remainder driven primarily by pricing actions across operating units. Concentrate sales were 8 points behind unit case volume, primarily due to the timing of concentrate shipments as well as the impact of one less day in the quarter.
- Operating income declined 5%, which included a 15-point currency headwind and items impacting comparability. Comparable currency neutral operating income (non-GAAP) grew 10%, primarily driven by strong organic revenue (non-GAAP) growth, partially offset by higher operating expenses and an increase in marketing investments.
- The company gained value share in total NARTD beverages, led by share gains in Nigeria, South Africa and France.

Latin America

- Unit case volume grew 4%, driven by growth in Trademark Coca-Cola and water, sports, coffee and tea. Growth was led by Brazil and Mexico.
- Price/mix grew 22%. Approximately three-fourths was driven by the impact of inflationary pricing in Argentina, with the remainder driven by pricing actions in the marketplace, partially offset by category mix. Concentrate sales were 5 points behind unit case volume, primarily due to the timing of concentrate shipments and one less day in the quarter.

- Operating income grew 10%, which included a 7-point currency headwind and items impacting comparability. Comparable currency neutral operating income (non-GAAP) grew 17%, primarily driven by strong organic revenue (non-GAAP) growth, partially offset by an increase in marketing investments.
- The company lost value share in total NARTD beverages, as share gains in Mexico, Colombia and Ecuador were more than offset by losses in Argentina, Chile and Brazil.

North America

- Unit case volume was even as growth in juice, value-added dairy and plant-based beverages and Trademark Coca-Cola was offset by a decline in water, sports, coffee and tea.
- Price/mix grew 7%, driven by pricing actions in the marketplace and favorable category mix. Concentrate sales were in line with unit case volume.
- Operating income declined 57% for the quarter, driven by items impacting comparability, including a non-cash impairment charge of \$760 million related to the BODYARMOR trademark. Comparable currency neutral operating income (non-GAAP) grew 11%, primarily driven by organic revenue (non-GAAP) growth.
- The company gained value share in total NARTD beverages, driven by sparkling soft drinks, value-added dairy, juice and water.

Asia Pacific

- Unit case volume declined 2%, as growth in Trademark Coca-Cola and juice, value-added dairy and plant-based beverages was more than offset by a decline in water, sports, coffee and tea. Growth in the Philippines, India, Vietnam and Indonesia was more than offset by a decline in China.
- Price/mix grew 8%, primarily driven by favorable category mix and pricing actions in the marketplace. Concentrate sales were 1 point ahead of unit case volume, primarily due to the timing of concentrate shipments.
- Operating income grew 16%, which included items impacting comparability. Comparable currency neutral operating income (non-GAAP) grew 17%, driven by organic revenue (non-GAAP) growth, partially offset by an increase in marketing investments.
- The company gained value share in total NARTD beverages, led by share gains in the Philippines, South Korea and Japan.

Global Ventures

- Net revenues grew 3%, and organic revenues (non-GAAP) grew 1%.
- Operating income grew 7%, which included items impacting comparability and a 3-point currency tailwind. Comparable currency neutral operating income (non-GAAP) declined 4%, driven by an increase in operating expenses and marketing investments.

Bottling Investments

- Unit case volume declined 7%, as growth in South Africa was more than offset by the impact of refranchising bottling operations.
- Price/mix grew 6%, driven by pricing actions across most markets as well as favorable mix.
- Operating income grew 13%, which included items impacting comparability and a 3-point currency headwind. Comparable currency neutral operating income (non-GAAP) grew 19%, driven by organic revenue (non-GAAP) growth, partially offset by higher operating expenses.

Outlook

The 2024 outlook information provided below 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 net revenues (non-GAAP) to full-year 2024 projected reported net revenues, full-year 2024 projected underlying effective tax rate (non-GAAP) to full-year 2024 projected reported effective tax rate, full-year 2024 projected comparable currency neutral EPS (non-GAAP) to full-year 2024 projected reported EPS, or full-year 2024 projected comparable 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 timing and exact impact of acquisitions, divestitures and structural changes throughout 2024; the exact timing and exact amount of items impacting comparability throughout 2024; and the exact impact of fluctuations in foreign currency exchange rates throughout 2024. The unavailable information could have a significant impact on the company's full-year 2024 reported financial results.

Full Year 2024

The company expects to deliver organic revenue (non-GAAP) growth of 8% to 9%, which consists of operating performance at the high end of the company's long-term growth model and the anticipated pricing impact of a number of markets experiencing intense inflation. — *Updated*

For comparable net revenues (non-GAAP), the company expects a 4% to 5% currency headwind based on the current rates and including the impact of hedged positions. Comparable EPS (non-GAAP) percentage growth is expected to include a 7% to 8% currency headwind based on the current rates and including the impact of hedged positions. The majority of currency headwinds are due to currency devaluation resulting from intense inflation. — *Updated*

For comparable net revenues (non-GAAP), the company expects a 4% to 5% headwind from acquisitions, divestitures and structural changes. Comparable EPS (non-GAAP) is expected to include an approximate 2% headwind from acquisitions, divestitures and structural changes. — *No Update*

The company's underlying effective tax rate (non-GAAP) is estimated to be 19.0%. This does not include the impact of ongoing tax litigation with the U.S. Internal Revenue Service, if the company were not to prevail. — *Updated*

The company expects to deliver comparable currency neutral EPS (non-GAAP) growth of 11% to 13%. — *Updated*

The company expects comparable EPS (non-GAAP) growth of 4% to 5%, versus \$2.69 in 2023. — *No Update*

The company expects to generate free cash flow (non-GAAP) of approximately \$9.2 billion through cash flow from operations of approximately \$11.4 billion, less capital expenditures of approximately \$2.2 billion. This does not include any potential payments related to ongoing tax litigation with the IRS. — *No Update*

Second Quarter 2024 Considerations — New

Comparable net revenues (non-GAAP) are expected to include an approximate 6% currency headwind based on the current rates and including the impact of hedged positions, in addition to an approximate 5% to 6% headwind from acquisitions, divestitures and structural changes.

Comparable EPS (non-GAAP) percentage growth is expected to include an approximate 8% to 9% currency headwind based on the current rates and including the impact of hedged positions, in addition to an approximate 2% headwind from acquisitions, divestitures and structural changes.

Notes

- All references to growth rate percentages and share compare the results of the period to those of the prior year comparable period, unless otherwise noted.
- All references to volume and volume percentage changes indicate unit case volume, unless otherwise noted. All volume percentage changes are computed based on average daily sales, unless otherwise noted. "Unit case"

means a unit of measurement equal to 192 U.S. fluid ounces of finished beverage (24 eight-ounce servings), with the exception of unit case equivalents for Costa non-ready-to-drink beverage products which are primarily measured in number of transactions. "Unit case volume" means the number of unit cases (or unit case equivalents) of company beverages directly or indirectly sold by the company and its bottling partners to customers or consumers.

- "Concentrate sales" represents the amount of concentrates, syrups, beverage bases, source waters and powders/minerals (in all instances expressed in unit case equivalents) sold by, or used in finished beverages sold by, the company to its bottling partners or other customers. For Costa non-ready-to-drink beverage products, "concentrate sales" represents the amount of beverages, primarily measured in number of transactions (in all instances expressed in unit case equivalents) sold by the company to customers or consumers. In the reconciliation of reported net revenues, "concentrate sales" represents the percent change in net revenues attributable to the increase (decrease) in concentrate sales volume for the geographic operating segments and the Global Ventures operating segment after considering the impact of structural changes, if any. For the Bottling Investments operating segment, this represents the percent change in net revenues attributable to the increase (decrease) in unit case volume computed based on total sales (rather than average daily sales) in each of the corresponding periods after considering the impact of structural changes, if any. The Bottling Investments operating segment reflects unit case volume growth for consolidated bottlers only.
- "Price/mix" represents the change in net operating revenues caused by factors such as price changes, the mix of products and packages sold, and the mix of channels and geographic territories where the sales occurred.
- First quarter 2024 financial results were impacted by one less day as compared to first quarter 2023, and fourth quarter 2024 financial results will be impacted by two additional days as compared to fourth quarter 2023. Unit case volume results for the quarters are not impacted by the variances in days due to the average daily sales computation referenced above.

Conference Call

The company is hosting a conference call with investors and analysts to discuss first quarter operating results today, April 30, 2024, at 8:30 a.m. ET. The company invites participants to listen to a live webcast of the conference call on the company's website, <http://www.coca-colacompany.com>, in the "Investors" section. An audio replay in downloadable digital format and a transcript of the call will be available on the website within 24 hours following the call. Further, the "Investors" section of the website includes certain supplemental information and a reconciliation of non-GAAP financial measures to the company's results as reported under GAAP, which may be used during the call when discussing financial results.

Contacts:

Investors and Analysts: Robin Halpern, koinvestorrelations@coca-cola.com

Media: Scott Leith, sleith@coca-cola.com

THE COCA-COLA COMPANY AND SUBSIDIARIES
Consolidated Statements of Income

(In millions except per share data)

	Three Months Ended		
	March 29, 2024	March 31, 2023	% Change
Net Operating Revenues	\$ 11,300	\$ 10,980	3
Cost of goods sold	4,235	4,317	(2)
Gross Profit	7,065	6,663	6
Selling, general and administrative expenses	3,351	3,185	5
Other operating charges	1,573	111	1,312
Operating Income	2,141	3,367	(36)
Interest income	246	168	46
Interest expense	382	372	3
Equity income (loss) — net	354	275	29
Other income (loss) — net	1,513	615	146
Income Before Income Taxes	3,872	4,053	(4)
Income taxes	687	940	(27)
Consolidated Net Income	3,185	3,113	2
Less: Net income (loss) attributable to noncontrolling interests	8	6	36
Net Income Attributable to Shareowners of The Coca-Cola Company	\$ 3,177	\$ 3,107	2
Basic Net Income Per Share¹	\$ 0.74	\$ 0.72	3
Diluted Net Income Per Share¹	\$ 0.74	\$ 0.72	3
Average Shares Outstanding	4,310	4,326	0
Effect of dilutive securities	12	19	(35)
Average Shares Outstanding Assuming Dilution	4,322	4,345	(1)

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

¹ Calculated based on net income attributable to shareowners of The Coca-Cola Company.

THE COCA-COLA COMPANY AND SUBSIDIARIES
Consolidated Balance Sheets

(In millions except par value)

	March 29, 2024	December 31, 2023
ASSETS		
Current Assets		
Cash and cash equivalents	\$ 10,443	\$ 9,366
Short-term investments	4,760	2,997
Total Cash, Cash Equivalents and Short-Term Investments	15,203	12,363
Marketable securities	1,716	1,300
Trade accounts receivable, less allowances of \$504 and \$502, respectively	4,244	3,410
Inventories	4,961	4,424
Prepaid expenses and other current assets	3,338	5,235
Total Current Assets	29,462	26,732
Equity method investments	19,495	19,671
Other investments	147	118
Other noncurrent assets	7,291	7,162
Deferred income tax assets	1,457	1,561
Property, plant and equipment — net	9,306	9,236
Trademarks with indefinite lives	13,532	14,349
Goodwill	18,210	18,358
Other intangible assets	492	516
Total Assets	\$ 99,392	\$ 97,703
LIABILITIES AND EQUITY		
Current Liabilities		
Accounts payable and accrued expenses	\$ 19,425	\$ 15,485
Loans and notes payable	6,054	4,557
Current maturities of long-term debt	1,392	1,960
Accrued income taxes	1,485	1,569
Total Current Liabilities	28,356	23,571
Long-term debt	35,104	35,547
Other noncurrent liabilities	5,465	8,466
Deferred income tax liabilities	2,521	2,639
The Coca-Cola Company Shareowners' Equity		
Common stock, \$0.25 par value; authorized — 11,200 shares; issued — 7,040 shares	1,760	1,760
Capital surplus	19,321	19,209
Reinvested earnings	74,868	73,782
Accumulated other comprehensive income (loss)	(14,504)	(14,275)
Treasury stock, at cost — 2,732 and 2,732 shares, respectively	(55,016)	(54,535)
Equity Attributable to Shareowners of The Coca-Cola Company	26,429	25,941
Equity attributable to noncontrolling interests	1,517	1,539
Total Equity	27,946	27,480
Total Liabilities and Equity	\$ 99,392	\$ 97,703

THE COCA-COLA COMPANY AND SUBSIDIARIES
Consolidated Statements of Cash Flows
(In millions)

	Three Months Ended	
	March 29, 2024	March 31, 2023
Operating Activities		
Consolidated net income	\$ 3,185	\$ 3,113
Adjustments to reconcile consolidated net income to net cash provided by operating activities:		
Depreciation and amortization	262	286
Stock-based compensation expense	68	58
Deferred income taxes	(173)	260
Equity (income) loss — net of dividends	(58)	(249)
Foreign currency adjustments	17	25
Significant (gains) losses — net	(1,401)	(442)
Other operating charges	1,532	88
Other items	(59)	(102)
Net change in operating assets and liabilities	(2,845)	(2,877)
Net Cash Provided by Operating Activities	528	160
Investing Activities		
Purchases of investments	(2,552)	(739)
Proceeds from disposals of investments	444	815
Acquisitions of businesses, equity method investments and nonmarketable securities	(8)	(20)
Proceeds from disposals of businesses, equity method investments and nonmarketable securities	2,893	319
Purchases of property, plant and equipment	(370)	(276)
Proceeds from disposals of property, plant and equipment	14	21
Collateral (paid) received associated with hedging activities — net	(105)	18
Other investing activities	14	(21)
Net Cash Provided by (Used in) Investing Activities	330	117
Financing Activities		
Issuances of loans, notes payable and long-term debt	2,285	4,074
Payments of loans, notes payable and long-term debt	(1,366)	(1,174)
Issuances of stock	290	229
Purchases of stock for treasury	(702)	(848)
Dividends	(99)	(101)
Other financing activities	(2)	(115)
Net Cash Provided by (Used in) Financing Activities	406	2,065
Effect of Exchange Rate Changes on Cash, Cash Equivalents, Restricted Cash and Restricted Cash Equivalents	(138)	113
Cash, Cash Equivalents, Restricted Cash and Restricted Cash Equivalents		
Net increase (decrease) in cash, cash equivalents, restricted cash and restricted cash equivalents during the period	1,126	2,455
Cash, cash equivalents, restricted cash and restricted cash equivalents at beginning of period	9,692	9,825
Cash, Cash Equivalents, Restricted Cash and Restricted Cash Equivalents at End of Period	10,818	12,280
Less: Restricted cash and restricted cash equivalents at end of period	375	276
Cash and Cash Equivalents at End of Period	\$ 10,443	\$ 12,004

THE COCA-COLA COMPANY AND SUBSIDIARIES
Operating Segments and Corporate
 (In millions)

Three Months Ended

	Net Operating Revenues ¹			Operating Income (Loss)			Income (Loss) Before Income Taxes		
	March 29, 2024	March 31, 2023	% Fav. / (Unfav.)	March 29, 2024	March 31, 2023	% Fav. / (Unfav.)	March 29, 2024	March 31, 2023	% Fav. / (Unfav.)
Europe, Middle East & Africa	\$ 1,973	\$ 2,024	(3)	\$ 1,080	\$ 1,135	(5)	\$ 1,089	\$ 1,142	(5)
Latin America	1,527	1,386	10	942	853	10	947	855	11
North America	4,174	3,904	7	445	1,033	(57)	455	1,041	(56)
Asia Pacific	1,469	1,371	7	654	563	16	658	423	55
Global Ventures	730	707	3	55	51	7	56	57	(1)
Bottling Investments	1,817	1,946	(7)	156	139	13	424	504	(16)
Corporate	27	25	9	(1,191)	(407)	(192)	243	31	692
Eliminations	(417)	(383)	(9)	—	—	—	—	—	—
Consolidated	\$ 11,300	\$ 10,980	3	\$ 2,141	\$ 3,367	(36)	\$ 3,872	\$ 4,053	(4)

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

¹ During the three months ended March 29, 2024, intersegment revenues were \$197 million for Europe, Middle East & Africa, \$2 million for North America, \$216 million for Asia Pacific and \$2 million for Bottling Investments. During the three months ended March 31, 2023, intersegment revenues were \$193 million for Europe, Middle East & Africa, \$2 million for North America, \$186 million for Asia Pacific and \$2 million for Bottling Investments.

THE COCA-COLA COMPANY AND SUBSIDIARIES

Reconciliation of GAAP and Non-GAAP Financial Measures

The company reports its financial results in accordance with accounting principles generally accepted in the United States (“GAAP” or referred to herein as “reported”). To supplement our consolidated financial statements reported on a GAAP basis, we provide the following non-GAAP financial measures: “comparable net revenues,” “comparable currency neutral net revenues,” “organic revenues,” “comparable operating margin,” “underlying operating margin,” “comparable operating income,” “comparable currency neutral operating income,” “comparable EPS,” “comparable currency neutral EPS,” “underlying effective tax rate” and “free cash flow,” each of which is defined below. Management believes these non-GAAP financial measures provide investors with additional meaningful financial information that should be considered when assessing our underlying business performance and trends. Further, management believes these non-GAAP financial measures also enhance investors’ ability to compare period-to-period financial results. Non-GAAP financial measures should be viewed in addition to, and not as an alternative for, the company’s reported results prepared in accordance with GAAP. Our non-GAAP financial measures do not represent a comprehensive basis of accounting. Therefore, our non-GAAP financial measures may not be comparable to similarly titled measures reported by other companies. Reconciliations of each of these non-GAAP financial measures to GAAP information are also included below. Management uses these non-GAAP financial measures in making financial, operating, compensation and planning decisions and in evaluating the company’s performance. Disclosing these non-GAAP financial measures allows investors and management to view our operating results excluding the impact of items that are not reflective of the underlying operating performance.

DEFINITIONS

- “Currency neutral operating results” are determined by dividing or multiplying, as appropriate, our current period actual U.S. dollar operating results, by the current period actual exchange rates (that include the impact of current period currency hedging activities), to derive our current period local currency operating results. We then multiply or divide, as appropriate, the derived current period local currency operating results by the foreign currency exchange rates (that also include the impact of the comparable prior period currency hedging activities) used to translate the company’s financial statements in the comparable prior year period to determine what the current period U.S. dollar operating results would have been if the foreign currency exchange rates had not changed from the comparable prior year period.
- “Structural changes” generally refer to acquisitions and divestitures of bottling operations, including the impact of intercompany transactions between our operating segments. In January 2023, the company refranchised our bottling operations in Vietnam. In January and February 2024, the company refranchised our bottling operations in certain territories in India, and in February 2024, the company refranchised our bottling operations in Bangladesh and the Philippines. The impact of each of these refranchisings has been included in acquisitions, divestitures and structural changes in our analysis of net revenues on a consolidated basis as well as for the Bottling Investments and Asia Pacific operating segments for the three months ended March 29, 2024.
- “Comparable net revenues” is a non-GAAP financial measure that excludes or has otherwise been adjusted for items impacting comparability (discussed further below). “Comparable currency neutral net revenues” is a non-GAAP financial measure that excludes or has otherwise been adjusted for items impacting comparability (discussed further below) as well as the impact of fluctuations in foreign currency exchange rates. Management believes the comparable net revenues (non-GAAP) growth measure and the comparable currency neutral net revenues (non-GAAP) growth measure provide investors with useful supplemental information to enhance their understanding of the company’s revenue performance and trends by improving their ability to compare our period-to-period results. “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 organic revenue (non-GAAP) growth measure provides users with useful supplemental information regarding the company’s ongoing revenue performance and trends by presenting revenue growth excluding the impact of foreign exchange as well as the impact of acquisitions, divestitures and structural changes. The adjustments related to acquisitions, divestitures and structural changes for the three months ended March 29, 2024 included the structural changes discussed above. Additionally, in May 2023, the company acquired certain brands in Asia Pacific. The impact of acquiring these brands has been included in acquisitions, divestitures and structural changes in our analysis of net revenues on a consolidated basis as well as for the Asia Pacific operating segment for the three months ended March 29, 2024.

THE COCA-COLA COMPANY AND SUBSIDIARIES

Reconciliation of GAAP and Non-GAAP Financial Measures

- “Comparable operating income” is a non-GAAP financial measure that excludes or has otherwise been adjusted for items impacting comparability (discussed further below). “Comparable currency neutral operating income” is a non-GAAP financial measure that excludes or has otherwise been adjusted for items impacting comparability (discussed further below) 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 (discussed further below). “Underlying operating margin” is a non-GAAP financial measure that excludes or has otherwise been adjusted for items impacting comparability (discussed further below), the impact of fluctuations in foreign currency exchange rates, and the impact of acquisitions, divestitures and structural changes, as applicable. 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) growth measure, comparable currency neutral operating income (non-GAAP) growth measure, comparable operating margin (non-GAAP) measure and underlying 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 (discussed further below). 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.
- “Underlying effective tax rate” is a non-GAAP financial measure that represents the estimated annual effective income tax rate on income before income taxes, which excludes or has otherwise been adjusted for items impacting comparability (discussed further below).
- “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 performance and make resource allocation decisions.

ITEMS IMPACTING COMPARABILITY

The following information is provided to give qualitative and quantitative information related to items impacting comparability. Items impacting comparability are not defined terms within GAAP. Therefore, our non-GAAP financial information may not be comparable to similarly titled measures reported by other companies. We determine which items to consider as “items impacting comparability” based on how management views our business; makes financial, operating, compensation and planning decisions; and evaluates the company’s ongoing performance. Items such as charges, gains and accounting changes which are viewed by management as impacting only the current period or the comparable period, but not both, or as pertaining to different and unrelated underlying activities or events across comparable periods, are generally considered “items impacting comparability.” Items impacting comparability include, but are not limited to, asset impairments, transaction gains/losses including associated costs, and charges related to restructuring initiatives, in each case when exceeding a U.S. dollar threshold. Also included are our proportionate share of similar items incurred by our equity method investees, timing differences related to our economic (non-designated) hedging activities, and timing differences related to unrealized mark-to-market adjustments of equity securities and trading debt securities, regardless of size. In addition, we provide the impact that fluctuations in foreign currency exchange rates had on our financial results (“currency neutral operating results” defined above).

Asset Impairments

During the three months ended March 29, 2024, the company recorded a charge of \$760 million related to the impairment of our BODYARMOR trademark which was primarily driven by revised projections of future operating results and higher discount rates resulting from changes in macroeconomic conditions since the acquisition date.

THE COCA-COLA COMPANY AND SUBSIDIARIES

Reconciliation of GAAP and Non-GAAP Financial Measures

Equity Investees

During the three months ended March 29, 2024 and March 31, 2023, the company recorded net charges of \$25 million and \$82 million, respectively. These amounts represent the company's proportionate share of significant operating and nonoperating items recorded by certain of our equity method investees.

Transaction Gains/Losses

During the three months ended March 29, 2024 and March 31, 2023, the company recorded charges of \$765 million and \$62 million, respectively, related to the remeasurement of our contingent consideration liability to fair value in conjunction with our acquisition of fairlife.

During the three months ended March 29, 2024, the company recorded net gains of \$599 million and \$293 million related to the refranchising of our bottling operations in the Philippines and in certain territories in India, respectively. Additionally, the company recognized a net gain of \$516 million related to the sale of our ownership interest in an equity method investee in Thailand. The company also incurred \$7 million of transaction costs related to the refranchising of our bottling operations in certain territories in India and recorded a loss of \$7 million related to post-closing adjustments for the refranchising of our bottling operations in Vietnam in 2023.

During the three months ended March 31, 2023, the company recorded gains of \$439 million and \$3 million related to the refranchising of our bottling operations in Vietnam and Cambodia, respectively. Additionally, the company recognized a gain of \$151 million related to the sale of a portion of our ownership interest in an unconsolidated bottling operation.

Restructuring

During the three months ended March 29, 2024 and March 31, 2023, the company recorded charges of \$36 million and \$27 million, respectively. The costs incurred were primarily related to certain initiatives designed to further simplify and standardize our organization as part of our productivity and reinvestment program.

During the three months ended March 31, 2023, the company recorded charges of \$18 million. The costs incurred were primarily related to severance costs associated with the restructuring of our North America operating unit.

Other Items

Economic (Non-Designated) Hedges

The company uses derivatives as economic hedges primarily to mitigate the foreign exchange risk for certain currencies, certain interest rate risk, and the price risk associated with the purchase of materials used in our manufacturing processes as well as the purchase of vehicle fuel. Although these derivatives were not designated and/or did not qualify for hedge accounting, they are effective economic hedges. The changes in fair values of these economic hedges are immediately recognized in earnings.

The company excludes the net impact of mark-to-market adjustments for outstanding hedges and realized gains/losses for settled hedges from our non-GAAP financial information until the period in which the underlying exposure being hedged impacts our consolidated statement of income. Management believes this adjustment provides meaningful information related to the impact of our economic hedging activities. During the three months ended March 29, 2024 and March 31, 2023, the net impact of the company's adjustment related to our economic hedging activities resulted in a decrease of \$80 million and an increase of \$2 million, respectively, to our non-GAAP income before income taxes.

Unrealized Gains and Losses on Equity and Trading Debt Securities

The company excludes the net impact of unrealized gains and losses resulting from mark-to-market adjustments on our equity and trading debt securities from our non-GAAP financial information until the period in which the underlying securities are sold and the associated gains or losses are realized. Management believes this adjustment provides meaningful information related to the impact of our investments in equity and trading debt securities. During the three months ended March 29, 2024 and March 31, 2023, the net impact of the company's adjustment related to unrealized gains and losses on our equity and trading debt securities resulted in a decrease of \$131 million and an increase of \$32 million, respectively, to our non-GAAP income before income taxes.

THE COCA-COLA COMPANY AND SUBSIDIARIES

Reconciliation of GAAP and Non-GAAP Financial Measures

Other

During the three months ended March 29, 2024 and March 31, 2023, the company recorded net charges of \$3 million and \$6 million, respectively, related to restructuring our manufacturing operations in the United States. Additionally, the company recorded net charges of \$4 million in both periods for the amortization of noncompete agreements related to the BODYARMOR acquisition in 2021.

During the three months ended March 29, 2024, the company recorded a net charge of \$1 million related to tax litigation expense.

Certain Tax Matters

During the three months ended March 29, 2024, the company recorded \$37 million of excess tax benefits associated with the company's stock-based compensation arrangements and a net income tax benefit of \$10 million, primarily associated with return to provision adjustments. The company also recorded a net income tax benefit of \$12 million for changes to our uncertain tax positions, including interest and penalties, as well as for various discrete tax items.

During the three months ended March 31, 2023, the company recorded \$20 million of excess tax benefits associated with the company's stock-based compensation arrangements. The company also recorded net income tax expense of \$16 million for changes to our uncertain tax positions, including interest and penalties, and recorded a net income tax benefit of \$1 million associated with return to provision adjustments.

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

(In millions except per share data)

Three Months Ended March 29, 2024								
	Net operating revenues	Cost of goods sold	Gross profit	Gross margin	Selling, general and administrative expenses	Other operating charges	Operating income	Operating margin
Reported (GAAP)	\$ 11,300	\$ 4,235	\$ 7,065	62.5 %	\$ 3,351	\$ 1,573	\$ 2,141	18.9 %
Items Impacting Comparability:								
Asset Impairments	—	—	—		—	(760)	760	
Equity Investees	—	—	—		—	—	—	
Transaction Gains/Losses	—	—	—		—	(772)	772	
Restructuring	—	—	—		—	(36)	36	
Other Items	(69)	2	(71)		—	(5)	(66)	
Certain Tax Matters	—	—	—		—	—	—	
Comparable (Non-GAAP)	\$ 11,231	\$ 4,237	\$ 6,994	62.3 %	\$ 3,351	\$ —	\$ 3,643	32.4 %

Three Months Ended March 31, 2023								
	Net operating revenues	Cost of goods sold	Gross profit	Gross margin	Selling, general and administrative expenses	Other operating charges	Operating income	Operating margin
Reported (GAAP)	\$ 10,980	\$ 4,317	\$ 6,663	60.7 %	\$ 3,185	\$ 111	\$ 3,367	30.7 %
Items Impacting Comparability:								
Asset Impairments	—	—	—		—	—	—	
Equity Investees	—	—	—		—	—	—	
Transaction Gains/Losses	—	—	—		4	(62)	58	
Restructuring	—	—	—		—	(45)	45	
Other Items	(21)	(35)	14		—	(4)	18	
Certain Tax Matters	—	—	—		—	—	—	
Comparable (Non-GAAP)	\$ 10,959	\$ 4,282	\$ 6,677	60.9 %	\$ 3,189	\$ —	\$ 3,488	31.8 %

	Net operating revenues	Cost of goods sold	Gross profit
% Change — Reported (GAAP)	3	(2)	6
% Currency Impact	(6)	(5)	(6)
% Change — Currency Neutral (Non-GAAP)	9	3	12

	Selling, general and administrative expenses	Other operating charges	Operating income
% Change — Reported (GAAP)	5	1,312	(36)
% Comparable Currency Impact (Non-GAAP)	(5)	—	(7)
% Change — Comparable Currency Neutral (Non-GAAP)	11	—	(29)

	2	(1)	5
% Change — Comparable (Non-GAAP)	(6)	(5)	(7)
% Comparable Currency Impact (Non-GAAP)	9	4	12

	5	—	4
% Change — Comparable (Non-GAAP)	(5)	—	(8)
% Comparable Currency Impact (Non-GAAP)	10	—	13

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

THE COCA-COLA COMPANY AND SUBSIDIARIES
Reconciliation of GAAP and Non-GAAP Financial Measures
(In millions except per share data)

Three Months Ended March 29, 2024							
	Interest expense	Equity income (loss) — net	Other income (loss) — net	Income before income taxes	Income taxes ¹	Effective tax rate	Diluted net income per share
Reported (GAAP)	\$ 382	\$ 354	\$ 1,513	\$ 3,872	\$ 687	17.7 %	\$ 3,177 \$ 0.74
Items Impacting Comparability:							
Asset Impairments	—	—	—	760	190		570 0.13
Equity Investees	—	25	—	25	—		25 0.01
Transaction Gains/Losses	—	—	(1,401)	(629)	(163)		(466) (0.11)
Restructuring	—	—	—	36	9		27 0.01
Other Items	6	—	(131)	(203)	(48)		(155) (0.04)
Certain Tax Matters	—	—	—	—	59		(59) (0.01)
Comparable (Non-GAAP)	\$ 388	\$ 379	\$ (19)	\$ 3,861	\$ 734	19.0 % ²	\$ 3,119 \$ 0.72

Three Months Ended March 31, 2023							
	Interest expense	Equity income (loss) — net	Other income (loss) — net	Income before income taxes	Income taxes ¹	Effective tax rate	Diluted net income per share
Reported (GAAP)	\$ 372	\$ 275	\$ 615	\$ 4,053	\$ 940	23.2 %	\$ 3,107 \$ 0.72
Items Impacting Comparability:							
Asset Impairments	—	—	—	—	—		— —
Equity Investees	—	82	—	82	3		79 0.02
Transaction Gains/Losses	—	—	(589)	(531)	(233)		(298) (0.07)
Restructuring	—	—	—	45	11		34 0.01
Other Items	6	—	32	44	22		22 0.01
Certain Tax Matters	—	—	—	—	5		(5) —
Comparable (Non-GAAP)	\$ 378	\$ 357	\$ 58	\$ 3,693	\$ 748	20.2 %	\$ 2,939 \$ 0.68

	Interest expense	Equity income (loss) — net	Other income (loss) — net	Income before income taxes	Income taxes ¹	Net income ³	Diluted net income per share
% Change — Reported (GAAP)	3	29	146	(4)	(27)	2	3
% Change — Comparable (Non-GAAP)	2	6	—	5	(2)	6	7

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

¹ The income tax adjustments are the calculated income tax benefits (charges) at the applicable tax rate for each of the items impacting comparability with the exception of certain tax matters discussed above.

² This does not include the impact of the ongoing tax litigation with the U.S. Internal Revenue Service, if the company were not to prevail.

³ This represents net income attributable to shareowners of The Coca-Cola Company.

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

Diluted Net Income Per Share:

% Change — Reported (GAAP)

% Currency Impact

% Change — Currency Neutral (Non-GAAP)

% Impact of Items Impacting Comparability (Non-GAAP)

% Change — Comparable (Non-GAAP)

% Comparable Currency Impact (Non-GAAP)

% Change — Comparable Currency Neutral (Non-GAAP)

**Three Months Ended
March 29, 2024**

3

(7)

10

(4)

7

(9)

15

Note: Certain columns may not add due to rounding.

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

Net Operating Revenues by Operating Segment and Corporate:

Three Months Ended March 29, 2024									
	Europe, Middle East & Africa	Latin America	North America	Asia Pacific	Global Ventures	Bottling Investments	Corporate	Eliminations	Consolidated
Reported (GAAP)	\$ 1,973	\$ 1,527	\$ 4,174	\$ 1,469	\$ 730	\$ 1,817	\$ 27	\$ (417)	\$ 11,300
Items Impacting Comparability:									
Other Items	(23)	(12)	(2)	(32)	—	—	—	—	(69)
Comparable (Non-GAAP)	\$ 1,950	\$ 1,515	\$ 4,172	\$ 1,437	\$ 730	\$ 1,817	\$ 27	\$ (417)	\$ 11,231
Three Months Ended March 31, 2023									
	Europe, Middle East & Africa	Latin America	North America	Asia Pacific	Global Ventures	Bottling Investments	Corporate	Eliminations	Consolidated
Reported (GAAP)	\$ 2,024	\$ 1,386	\$ 3,904	\$ 1,371	\$ 707	\$ 1,946	\$ 25	\$ (383)	\$ 10,980
Items Impacting Comparability:									
Other Items	(13)	1	(1)	(8)	—	—	—	—	(21)
Comparable (Non-GAAP)	\$ 2,011	\$ 1,387	\$ 3,903	\$ 1,363	\$ 707	\$ 1,946	\$ 25	\$ (383)	\$ 10,959
% Change — Reported (GAAP)									
% Change — Reported (GAAP)	(3)	10	7	7	3	(7)	9	(9)	3
% Currency Impact	(18)	(11)	0	(3)	3	(5)	0	—	(6)
% Change — Currency Neutral (Non-GAAP)	15	22	7	10	1	(2)	8	—	9
% Acquisitions, Divestitures and Structural Changes	0	0	0	3	0	(15)	0	—	(2)
% Change — Organic Revenues (Non-GAAP)	15	22	7	7	1	13	8	—	11
% Change — Comparable (Non-GAAP)									
% Change — Comparable (Non-GAAP)	(3)	9	7	5	3	(7)	9	—	2
% Comparable Currency Impact (Non-GAAP)	(19)	(12)	0	(5)	3	(5)	0	—	(6)
% Change — Comparable Currency Neutral (Non-GAAP)	16	22	7	10	1	(2)	8	—	9

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

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

Operating Income (Loss) by Operating Segment and Corporate:

Three Months Ended March 29, 2024								
	Europe, Middle East & Africa	Latin America	North America	Asia Pacific	Global Ventures	Bottling Investments	Corporate	Consolidated
Reported (GAAP)	\$ 1,080	\$ 942	\$ 445	\$ 654	\$ 55	\$ 156	\$ (1,191)	\$ 2,141
Items Impacting Comparability:								
Asset Impairments	—	—	760	—	—	—	—	760
Transaction Gains/Losses	—	—	—	—	—	—	772	772
Restructuring	—	—	—	—	—	—	36	36
Other Items	(23)	(12)	—	(32)	(1)	(2)	4	(66)
Comparable (Non-GAAP)	\$ 1,057	\$ 930	\$ 1,205	\$ 622	\$ 54	\$ 154	\$ (379)	\$ 3,643

Three Months Ended March 31, 2023								
	Europe, Middle East & Africa	Latin America	North America	Asia Pacific	Global Ventures	Bottling Investments	Corporate	Consolidated
Reported (GAAP)	\$ 1,135	\$ 853	\$ 1,033	\$ 563	\$ 51	\$ 139	\$ (407)	\$ 3,367
Items Impacting Comparability:								
Asset Impairments	—	—	—	—	—	—	—	—
Transaction Gains/Losses	—	—	—	—	—	—	58	58
Restructuring	—	—	18	—	—	—	27	45
Other Items	(13)	1	37	(8)	3	(6)	4	18
Comparable (Non-GAAP)	\$ 1,122	\$ 854	\$ 1,088	\$ 555	\$ 54	\$ 133	\$ (318)	\$ 3,488

	Europe, Middle East & Africa	Latin America	North America	Asia Pacific	Global Ventures	Bottling Investments	Corporate	Consolidated
% Change — Reported (GAAP)	(5)	10	(57)	16	7	13	(192)	(36)
% Currency Impact	(15)	(7)	0	0	3	(3)	(1)	(7)
% Change — Currency Neutral (Non-GAAP)	10	17	(57)	17	4	15	(192)	(29)

% Impact of Items Impacting Comparability (Non-GAAP)	1	1	(68)	4	8	(3)	(174)	(41)
% Change — Comparable (Non-GAAP)	(6)	9	11	12	(1)	16	(19)	4
% Comparable Currency Impact (Non-GAAP)	(16)	(8)	0	(5)	3	(3)	(1)	(8)
% Change — Comparable Currency Neutral (Non-GAAP)	10	17	11	17	(4)	19	(18)	13

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

THE COCA-COLA COMPANY AND SUBSIDIARIES

Reconciliation of GAAP and Non-GAAP Financial Measures

Operating Margin:

Reported Operating Margin (GAAP)

Items Impacting Comparability (Non-GAAP)

Comparable Operating Margin (Non-GAAP)

Comparable Currency Impact (Non-GAAP)

Comparable Currency Neutral Operating Margin (Non-GAAP)

Impact of Acquisitions, Divestitures and Structural Changes on Comparable Currency Neutral Operating Margin (Non-GAAP)

Underlying Operating Margin (Non-GAAP)

	Three Months Ended March 29, 2024	Three Months Ended March 31, 2023	Basis Point Growth (Decline)
Reported Operating Margin (GAAP)	18.94 %	30.66 %	(1,172)
Items Impacting Comparability (Non-GAAP)	(13.50)%	(1.16)%	
Comparable Operating Margin (Non-GAAP)	32.44 %	31.82 %	62
Comparable Currency Impact (Non-GAAP)	(0.58)%	0.00 %	
Comparable Currency Neutral Operating Margin (Non-GAAP)	33.02 %	31.82 %	120
Impact of Acquisitions, Divestitures and Structural Changes on Comparable Currency Neutral Operating Margin (Non-GAAP)	0.51 %	(0.35)%	
Underlying Operating Margin (Non-GAAP)	32.51 %	32.17 %	34

Free Cash Flow (In millions):

Net Cash Provided by Operating Activities (GAAP)

Purchases of Property, Plant and Equipment (GAAP)

Free Cash Flow (Non-GAAP)

	Three Months Ended March 29, 2024	Three Months Ended March 31, 2023	\$ Change
Net Cash Provided by Operating Activities (GAAP)	\$ 528	\$ 160	\$ 368
Purchases of Property, Plant and Equipment (GAAP)	(370)	(276)	(94)
Free Cash Flow (Non-GAAP)	\$ 158	\$ (116)	\$ 274

Projected 2024 Free Cash Flow (In billions):

Projected GAAP Net Cash Provided by Operating Activities¹

Projected GAAP Purchases of Property, Plant and Equipment

Projected Free Cash Flow (Non-GAAP)

Year Ending December 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.

About The Coca-Cola Company

The Coca-Cola Company (NYSE: KO) is a total beverage company with products sold in more than 200 countries and territories. Our company's purpose is to refresh the world and make a difference. We sell multiple billion-dollar brands across several beverage categories worldwide. Our portfolio of sparkling soft drink brands includes Coca-Cola, Sprite and Fanta. Our water, sports, coffee and tea brands include Dasani, smartwater, vitaminwater, Topo Chico, BODYARMOR, Powerade, Costa, Georgia, Gold Peak and Ayataka. Our juice, value-added dairy and plant-based beverage brands include Minute Maid, Simply, innocent, Del Valle, fairlife and AdeS. We're constantly transforming our portfolio, from reducing sugar in our drinks to bringing innovative new products to market. We seek to positively impact people's lives, communities and the planet through water replenishment, packaging recycling, sustainable sourcing practices and carbon emissions reductions across our value chain. Together with our bottling partners, we employ more than 700,000 people, helping bring economic opportunity to local communities worldwide. Learn more at www.coca-colacompany.com and follow us on Instagram, Facebook and LinkedIn.

The information contained on, or that may be accessed through, our website or social media channels is not incorporated by reference into, and is not a part of, this document.

Forward-Looking Statements

This press release may contain statements, estimates or projections that constitute “forward-looking statements” as defined under U.S. federal securities laws. Generally, the words “believe,” “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 franchising 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, and risks regarding potential additional impairments; 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 requirements 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 filings are 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.