

**DR PEPPER SNAPPLE GROUP, INC.**  
**RECONCILIATION OF GAAP AND NON-GAAP INFORMATION**  
**For the Years Ended December 31, 2014 and 2013**  
**(Unaudited)**

The company reports its financial results in accordance with accounting principles generally accepted in the United States of America ("U.S. GAAP"). However, management believes that certain non-GAAP measures that reflect the way management evaluates the business may provide investors with additional information regarding the company's results, trends and ongoing performance on a comparable basis. Specifically, investors should consider the following with respect to our annual results:

	<b>For the Year Ended</b>		
	<b>December 31,</b>		
	<b>2014</b>	<b>2013</b>	<b>Percent Change</b>
<b>Segment Results – SOP</b>			
Beverage Concentrates	\$ 790	\$ 778	2%
Packaged Beverages	636	525	21%
Latin America Beverages	78	61	28%
Total SOP	<u>1,504</u>	<u>1,364</u>	10%
Unallocated corporate costs	323	309	
Other operating expense, net	1	9	
<b>Income from operations</b>	<u><u>1,180</u></u>	<u><u>1,046</u></u>	

**Core Earnings:** Core Earnings is defined as Reported Earnings adjusted for the unrealized mark-to-market impact of commodity derivatives and certain items that are excluded for comparison to prior year periods. The certain items excluded for the year ended December 31, 2014 are (i) separation-related charges, (ii) an adjustment to a previously disclosed legal provision and (iii) a settlement charge related to the purchase of annuities for certain participants receiving benefits in our U.S. defined benefit pension plans. The certain items excluded for the year ended December 31, 2013 are (i) separation-related charges, primarily the completion of the IRS audit, a separation-related foreign deferred tax charge and the associated impacts under the Tax Indemnity Agreement with Mondelēz, (ii) an adjustment to a previously disclosed legal provision, (iii) restructuring charges and (iv) a non-cash charge related to our intention to withdraw from a multi-employer pension plan.

**Core EPS:** Core EPS represents core earnings per share on a diluted basis.

	<b>For the Year Ended</b>		
	<b>December 31,</b>		
	<b>2014</b>	<b>2013</b>	<b>Percent Change</b>
<b>Diluted earnings per share</b>	\$ 3.56	\$ 3.05	17%
Unrealized commodity mark-to-market net loss (gain)	0.04	0.05	
Items affecting comparability			
Separation related	0.01	(0.07)	
Litigation provision	—	(0.02)	
Workforce reduction costs	—	0.02	
Multi-employer pension plan withdrawal	—	0.17	
Pension annuity purchase	0.04	—	
<b>Core EPS</b>	<u><u>\$ 3.65</u></u>	<u><u>\$ 3.20</u></u>	14%