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The Board of Directors of The Coca-Cola Company Announces 52nd Consecutive Annual Dividend Increase

Increases Quarterly Dividend by 9 Percent

ATLANTA--(BUSINESS WIRE)-- The Board of Directors of The Coca-Cola Company today approved the Company's 52nd consecutive annual dividend increase, raising the quarterly dividend 9 percent from 28 cents to 30.5 cents per common share. This is equivalent to an annual dividend of $1.22 per share, up from $1.12 per share in 2013. The first quarterly dividend is payable April 1, 2014, to shareowners of record as of March 14, 2014.

The increase reflects the Board's confidence in the Company's long-term cash flow.

The Coca-Cola Company returned $9.8 billion to shareowners in 2013, through $5.0 billion in dividends and $4.8 billion in gross share repurchases, bringing to $34.7 billion the amount returned to shareowners through dividends and share repurchases since Jan. 1, 2010.

The Coca-Cola Company (NYSE: KO) is the world's largest beverage company, refreshing consumers with more than 500 sparkling and still brands. Led by Coca-Cola, one of the world's most valuable and recognizable brands, our Company's portfolio features 17 billion-dollar brands including Diet Coke, Fanta, Sprite, Coca-Cola Zero, vitaminwater, Powerade, Minute Maid, Simply, Georgia and Del Valle. Globally, we are the No. 1 provider of sparkling beverages, ready-to-drink coffees, and juices and juice drinks. Through the world's largest beverage distribution system, consumers in more than 200 countries enjoy our beverages at a rate of 1.9 billion servings a day. With an enduring commitment to building sustainable communities, our Company is focused on initiatives that reduce our environmental footprint, support active, healthy living, create a safe, inclusive work environment for our associates, and enhance the economic development of the communities where we operate. Together with our bottling partners, we rank among the world's top 10 private employers with more than 700,000 system associates. For more information, visit Coca-Cola Journey at www.coca-colacompany.com, follow us on Twitter at twitter.com/CocaColaCo, visit our blog, Coca-Cola Unbottled, at www.coca-colablog.com or find us on LinkedIn at www.linkedin.com/company/the-coca-cola-company.

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