

Earnings Overview



I am pleased to report that we delivered results **in line with our expectations** and are on track to **deliver our financial commitments** for the full year.



Muhtar Kent, Chairman and CEO

GROWING TOP-LINE RESULTS

+3% third quarter
+4% year-to-date

organic revenue growth¹
in core business² (non-GAAP)

ON TRACK FOR FULL YEAR PROFIT TARGET

+2% third quarter
+7% year-to-date

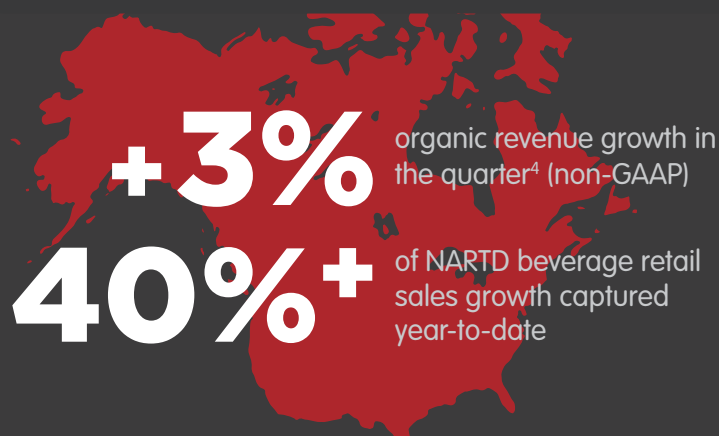
growth in comparable currency neutral income before taxes³ (structurally adjusted) (non-GAAP)

GROWING AND EXPANDING OUR BRANDS AROUND THE WORLD

"We are reshaping our brand portfolio across the full range of sparkling and still beverage categories to meet changing consumer needs." – Muhtar Kent



GROWING OUR FLAGSHIP NORTH AMERICA MARKET



INVESTING IN PARTNERSHIPS



We announced the expansion of our coffee portfolio in the U.S. with the anticipated launch in early 2017 of **Gold Peak RTD cold brew coffees** and a partnership with Dunkin' Brands Group to launch **Dunkin' Donuts branded RTD coffees**.

EXPANDING PACKAGING OPTIONS

We have been launching and rapidly expanding

SMALL PACK SIZES

in markets including **MEXICO, INDIA & CHINA**



GROWING OUR STILL PORTFOLIO

Year-to-date, our system has sold

5.8 BILLION

INCREMENTAL SERVINGS OF OUR STILL BRANDS



This quarter, our operating margin expanded more than

50 BASIS POINTS

Year-to-date, we have launched more than

500 NEW PRODUCTS



The success of our business has always been about ensuring our products **meet consumers' current needs** and anticipating where they are going.



James Quincey, President and COO

¹ Reported net revenues for total company declined 7% in the quarter and declined 5% year-to-date. ² "Core business" represents the combined performance from the United States, Middle East & Africa; Latin America; North America; Asia Pacific; and Corporate operating segments offset by intersegment eliminations. ³ Reported income before taxes declined 17% in the quarter and declined 6% year-to-date. ⁴ Reported net revenues grew 3% in the quarter in North America.

This infographic includes certain "non-GAAP financial measures" as defined under U.S. federal securities laws. Refer to our third quarter 2016 earnings release issued on Oct. 26, 2016, available on the Company's website at www.coca-colacompany.com (in the "Investors" section), for full financial results and a reconciliation of non-GAAP financial measures.

Forward-Looking Statements: This infographic 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 actual results to differ materially from The Coca-Cola Company's historical experience and our present expectations or projections. These risks include, but are not limited to, obesity concerns; water scarcity and poor quality; evolving consumer preferences; increased competition and capabilities in the marketplace; 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; an inability to be successful in our innovation activities; increased demand for food products and decreased agricultural productivity; changes in the retail landscape or the loss of key retail or foodservice customers; an inability to expand operations in emerging and developing markets; fluctuations in foreign currency exchange rates; interest rate increases; an inability to maintain good relationships with our bottling partners; a deterioration in our bottling partners' financial condition; increases in income tax rates, changes in income tax laws or unfavorable resolution of tax matters; increased or new indirect taxes in the United States or in one or more other major markets; increased cost, disruption of supply or shortage of energy or fuels; increased cost, disruption of supply or shortage of ingredients, other raw materials or packaging materials; 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; an inability to protect our information systems against service interruption, misappropriation of data or breaches of security; unfavorable general economic conditions in the United States; unfavorable economic and political conditions in international markets; litigation or legal proceedings; failure to adequately protect, or disputes relating to, trademarks, formulae and other intellectual property rights; adverse weather conditions; climate change; damage to our brand image and corporate reputation from negative publicity, even if unwarranted, related to product safety or quality, human and workplace rights, obesity or other issues; changes in, or failure to comply with, the laws and regulations applicable to our products or our business operations; changes in accounting standards; an inability to achieve our overall long-term growth objectives; deterioration of global credit market conditions; default by or failure of one or more of our counterparty financial institutions; an inability to timely implement our previously announced actions to reinvigorate growth, or to realize the economic benefits we anticipate from these actions; failure to realize a significant portion of the anticipated benefits of our strategic relationship with Monster Beverage Corporation; an inability to renew collective bargaining agreements on satisfactory terms, or we or our bottling partners experience strikes, work stoppages or labor unrest; future impairment charges; multi-employer plan withdrawal liabilities in the future; an inability to successfully integrate and manage our Company-owned or -controlled bottling operations; an inability to successfully manage our franchising activities; an inability to successfully manage the possible negative consequences of our productivity initiatives; an inability to attract or retain a highly skilled workforce; global or regional catastrophic events; and other risks discussed in our Company's filings with the Securities and Exchange Commission (SEC), including our Annual Report on Form 10-K for the year ended December 31, 2015 and our subsequently filed Quarterly Reports on Form 10-Q, 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. The Coca-Cola Company undertakes no obligation to publicly update or revise any forward-looking statements.