

# FORM 4

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

| OMB APPROVAL                                   |           |
|--|-----------|
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Check this box if no longer subject to Section 16. Form 4 or Form 5 obligations may continue. See Instruction 1(b).

## STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP OF SECURITIES

Filed pursuant to Section 16(a) of the Securities Exchange Act of 1934 or Section 30(h) of the Investment Company Act of 1940

(Print or Type Responses)

|  |  |  |   |  |  |   |  |  |
|--|--|--|---|--|--|---|--|--|
| 1. Name and Address of Reporting Person<br><b>Kent Ahmet Muhtar</b>          |  |  | 2. Issuer Name and Ticker or Trading Symbol<br><b>COCA COLA CO [KO]</b>                 |  |  | 5. Relationship of Reporting Person(s) to Issuer<br>(Check all applicable)<br><input checked="" type="checkbox"/> Director <input type="checkbox"/> 10% Owner<br><input checked="" type="checkbox"/> Officer (give title below) <input type="checkbox"/> Other (specify below)<br><b>Chairman</b> |  |  |
| (Last) (First) (Middle)<br><b>THE COCA-COLA COMPANY, ONE COCA-COLA PLAZA</b> |  |  | 3. Date of Earliest Transaction (Month/Day/Year)<br><b>02/23/2018</b>                   |  |  |   |  |  |
| (Street)<br><b>ATLANTA, GA 30313</b>   |  |  | 4. If Amendment, Date Original Filed(Month/Day/Year)                                    |  |  | 6. Individual or Joint/Group Filing(Check Applicable Line)<br><input checked="" type="checkbox"/> Form filed by One Reporting Person<br><input type="checkbox"/> Form filed by More than One Reporting Person   |  |  |
| (City) (State) (Zip)   |  |  | <b>Table 1 - Non-Derivative Securities Acquired, Disposed of, or Beneficially Owned</b> |  |  |   |  |  |

| 1. Title of Security (Instr. 3) | 2. Transaction Date (Month/Day/Year) | 2A. Deemed Execution Date, if any (Month/Day/Year) | 3. Transaction Code (Instr. 8) |   | 4. Securities Acquired (A) or Disposed of (D) (Instr. 3, 4 and 5) |            |            | 5. Amount of Securities Beneficially Owned Following Reported Transaction(s) (Instr. 3 and 4) | 6. Ownership Form: Direct (D) or Indirect (I) (Instr. 4) | 7. Nature of Indirect Beneficial Ownership (Instr. 4) |
|---------------------------------|--------------------------------------|--|--------------------------------|---|---|------------|------------|---|--|---|
|                                 |                                      |  | Code                           | V | Amount  | (A) or (D) | Price      |   |  |   |
| Common Stock, \$.25 Par Value   | 02/23/2018                           |  | M                              |   | 578,704   | A          | \$ 29.0548 | 1,335,214   | D  |   |
| Common Stock, \$.25 Par Value   | 02/23/2018                           |  | M                              |   | 1,265,822   | A          | \$ 25.265  | 2,601,036   | D  |   |
| Common Stock, \$.25 Par Value   | 02/23/2018                           |  | F                              |   | 1,441,107   | D          | \$ 43.86   | 1,159,929   | D  |   |
| Common Stock, \$.25 Par Value   |                                      |  |                                |   |   |            |            | 85,443 (1)  | I  | By 401(k) Plan  |
| Common Stock, \$.25 Par Value   |                                      |  |                                |   |   |            |            | 129,000   | I  | By Trust (2)  |
| Common Stock, \$.25 Par Value   |                                      |  |                                |   |   |            |            | 134,000   | I  | By Wife's Trust (3)                                   |

Reminder: Report on a separate line for each class of securities beneficially owned directly or indirectly.

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**Table II - Derivative Securities Acquired, Disposed of, or Beneficially Owned**  
(e.g., puts, calls, warrants, options, convertible securities)

| 1. Title of Derivative Security (Instr. 3) | 2. Conversion or Exercise Price of Derivative Security | 3. Transaction Date (Month/Day/Year) | 3A. Deemed Execution Date, if any (Month/Day/Year) | 4. Transaction Code (Instr. 8) |   | 5. Number of Derivative Securities Acquired (A) or Disposed of (D) (Instr. 3, 4, and 5) |           | 6. Date Exercisable and Expiration Date (Month/Day/Year) |                 | 7. Title and Amount of Underlying Securities (Instr. 3 and 4) |                            | 8. Price of Derivative Security (Instr. 5) | 9. Number of Derivative Securities Beneficially Owned Following Reported Transaction(s) (Instr. 4) | 10. Ownership Form of Derivative Security: Direct (D) or Indirect (I) (Instr. 4) | 11. Nature of Indirect Beneficial Ownership (Instr. 4) |
|--|--|--------------------------------------|--|--------------------------------|---|---|-----------|--|-----------------|---|----------------------------|--|--|--|--|
|  |  |                                      |  | Code                           | V | (A)   | (D)       | Date Exercisable   | Expiration Date | Title   | Amount or Number of Shares |  |  |  |  |
| Employee Stock Option (Right to Buy)       | \$ 29.0548 (4)   | 02/23/2018                           |  | M                              |   |   | 578,704   | (5)  | 07/16/2018      | Common Stock, \$.25 Par Value                                 | 578,704                    | \$ 0                                       | 0  | D  |  |
| Employee Stock Option (Right to Buy)       | \$ 25.265  | 02/23/2018                           |  | M                              |   |   | 1,265,822 | (6)  | 07/16/2018      | Common Stock, \$.25 Par Value                                 | 1,265,822                  | \$ 0                                       | 0  | D  |  |
| Hypothetical Shares                        | \$ 0 (7)   |                                      |  |                                |   |   |           | (8)  | (8)             | Common Stock, \$.25 Par Value                                 | 71,474                     |  | 71,474 (9)   | I  | By Supplemental 401(k) Plan                            |

## Reporting Owners

| Reporting Owner Name / Address | Relationships |           |         |       |
|--------------------------------|---------------|-----------|---------|-------|
|                                | Director      | 10% Owner | Officer | Other |
|                                |               |           |         |       |

|  |   |  |          |  |
|--|---|--|----------|--|
| Kent Ahmet Muhtar<br>THE COCA-COLA COMPANY<br>ONE COCA-COLA PLAZA<br>ATLANTA, GA 30313 | X |  | Chairman |  |
|--|---|--|----------|--|

## Signatures

|  |  |                     |
|--|--|---------------------|
| Muhtar Kent                                    |  | 02/26/2018          |
| <small>**Signature of Reporting Person</small> |  | <small>Date</small> |

## Explanation of Responses:

\* If the form is filed by more than one reporting person, *see* Instruction 4(b)(v).

\*\* Intentional misstatements or omissions of facts constitute Federal Criminal Violations. *See* 18 U.S.C. 1001 and 15 U.S.C. 78ff(a).

(1) Shares credited to my account under The Coca-Cola Company 401(k) Plan, as of February 23, 2018.

(2) These shares are held in trust for the benefit of the reporting person's wife and children. An independent trust company is trustee of the trust. The filing of this report is not an admission that the reporting person is the beneficial owner of these shares for purposes of Section 16 or for any other purpose.

(3) These shares are held in trust for the benefit of the reporting person and his children. An independent trust company is trustee of the trust.

(4) The exercise price is 15% in excess of the average of the high and low market prices on July 17, 2008.

(5) Option (with tax withholding right) granted on July 17, 2008 under The Coca-Cola Company 2008 Stock Option Plan. Grant became exercisable in its entirety on the fourth anniversary of the grant date.

(6) Option (with tax withholding right) granted on July 17, 2008 under The Coca-Cola Company 2008 Stock Option Plan. One-fourth of grant became exercisable on the first, second, third and fourth anniversaries of the grant date.

(7) Each hypothetical share is equal to one share of Common Stock of The Coca-Cola Company.

(8) There is no data applicable with respect to the hypothetical shares.

(9) As of February 23, 2018.

Note: File three copies of this Form, one of which must be manually signed. If space is insufficient, *see* Instruction 6 for procedure.

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