

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

| 1. Name and Address of Reporting Person -<br>Quincey James            |                                         | 2. Issuer Name and Ticker or Trading Symbol<br>COCA COLA CO [KO]                 |                                   | 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 type="checkbox"/> Officer (give title below) <input type="checkbox"/> Other (specify below)<br>Chief Executive Officer |                                                                      |            |                                                                                                  |                                                             |                                                          |                |
|-----------------------------------------------------------------------|-----------------------------------------|----------------------------------------------------------------------------------|-----------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------|------------|--------------------------------------------------------------------------------------------------|-------------------------------------------------------------|----------------------------------------------------------|----------------|
| (Last) (First) (Middle)<br>THE COCA-COLA COMPANY, ONE COCA-COLA PLAZA |                                         | 3. Date of Earliest Transaction (Month/Day/Year)<br>08/30/2019                   |                                   |                                                                                                                                                                                                                                                                                                |                                                                      |            |                                                                                                  |                                                             |                                                          |                |
| (Street)<br>ATLANTA, GA 30313                                         |                                         | 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)                                                  |                                         | Table 1 - Non-Derivative Securities Acquired, Disposed of, or Beneficially Owned |                                   |                                                                                                                                                                                                                                                                                                |                                                                      |            |                                                                                                  |                                                             |                                                          |                |
| 1. Title of Security<br>(Instr. 3)                                    | 2. Transaction Date<br>(Month/Day/Year) | 2A. Deemed Execution Date, if any<br>(Month/Day/Year)                            | 3. Transaction Code<br>(Instr. 8) |                                                                                                                                                                                                                                                                                                | 4. Securities Acquired (A) or Disposed of (D)<br>(Instr. 3, 4 and 5) |            | 5. Amount of Securities Beneficially Owned Following Reported Transaction(s)<br>(Instr. 3 and 4) | 6. Ownership Form: Direct (D) or Indirect (I)<br>(Instr. 4) | 7. Nature of Indirect Beneficial Ownership<br>(Instr. 4) |                |
|                                                                       |                                         |                                                                                  | Code                              | V                                                                                                                                                                                                                                                                                              | Amount                                                               | (A) or (D) |                                                                                                  |                                                             |                                                          | Price          |
| Common Stock, \$.25 Par Value                                         | 08/30/2019                              |                                                                                  | F                                 |                                                                                                                                                                                                                                                                                                | 16,524<br>(1)                                                        | D          | \$ 55.015                                                                                        | 245,415                                                     | D                                                        |                |
| Common Stock, \$.25 Par Value                                         |                                         |                                                                                  |                                   |                                                                                                                                                                                                                                                                                                |                                                                      |            |                                                                                                  | 44,678                                                      | I                                                        | By Wife        |
| Common Stock, \$.25 Par Value                                         |                                         |                                                                                  |                                   |                                                                                                                                                                                                                                                                                                |                                                                      |            |                                                                                                  | 3,107 (2)                                                   | I                                                        | By 401(k) Plan |

**Persons who respond to the collection of information contained in this form are not required to respond unless the form displays a currently valid OMB control number.** SEC 1474 (9-02)

**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 |                                            |                                                                                                    |                                                                                  |                                                        |
| Hypothetical Shares                        | \$ 0 <sup>(3)</sup>                                    |                                      |                                                    |                                |   |     |     |                                                                                         |  | <sup>(4)</sup>                                           | <sup>(4)</sup>  | Common Stock, \$.25 Par Value                                 | 7,777                      |                                            | 7,777 <sup>(5)</sup>                                                                               | I                                                                                | By Supplemental 401(k) Plan                            |

| Reporting Owner Name / Address                                                     | Relationships |           |                         |       |
|------------------------------------------------------------------------------------|---------------|-----------|-------------------------|-------|
|                                                                                    | Director      | 10% Owner | Officer                 | Other |
| Quincey James<br>THE COCA-COLA COMPANY<br>ONE COCA-COLA PLAZA<br>ATLANTA, GA 30313 | X             |           | Chief Executive Officer |       |

|                                                            |            |
|------------------------------------------------------------|------------|
| /s/ Karen V. Danielson, attorney-in-fact for James Quincey | 09/04/2019 |
| Signature of Reporting Person                              | Date       |

## 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) Represents shares withheld to satisfy tax liabilities upon the 50% vesting and release of a special one-time award of restricted stock units issued on August 12, 2015 under The Coca-Cola Company 2014 Equity Plan. The first 50% vested August 31, 2018.

(2) Shares credited to my account under The Coca-Cola Company 401(k) Plan, as of August 29, 2019.

(3) Each hypothetical share is equal to one share of common stock of The Coca-Cola Company.

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

(5) As of August 29, 2019.

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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