

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

SCHEDULE 14A

Proxy Statement Pursuant to Section 14(a) of the  
Securities Exchange Act of 1934 (Amendment No. )

Filed by the Registrant

Filed by a Party other than the Registrant

CHECK THE APPROPRIATE BOX:

- |  |
|--|
| <input type="checkbox"/> Preliminary Proxy Statement   |
| <input type="checkbox"/> Confidential, For Use of the Commission Only (as permitted by Rule 14a-6(e)(2)) |
| <input type="checkbox"/> Definitive Proxy Statement  |
| <input checked="" type="checkbox"/> Definitive Additional Materials                                      |
| <input type="checkbox"/> Soliciting Material Under Rule 14a-12   |

*The Coca-Cola Company*

(Name of Registrant as Specified In Its Charter)  
(Name of Person(s) Filing Proxy Statement, if Other Than the Registrant)

PAYMENT OF FILING FEE (CHECK THE APPROPRIATE BOX):

- |   |
|---|
| <input checked="" type="checkbox"/> No fee required.  |
| <input type="checkbox"/> Fee computed on table below per Exchange Act Rules 14a-6(i)(1) and 0-11.<br>1) Title of each class of securities to which transaction applies:<br>2) Aggregate number of securities to which transaction applies:<br>3) Per unit price or other underlying value of transaction computed pursuant to Exchange Act Rule 0-11 (set forth the amount on which the filing fee is calculated and state how it was determined):<br>4) Proposed maximum aggregate value of transaction:<br>5) Total fee paid: |
| <input type="checkbox"/> Fee paid previously with preliminary materials:  |
| <input type="checkbox"/> Check box if any part of the fee is offset as provided by Exchange Act Rule 0-11(a)(2) and identify the filing for which the offsetting fee was paid previously. Identify the previous filing by registration statement number, or the form or schedule and the date of its filing.<br>1) Amount previously paid:<br>2) Form, Schedule or Registration Statement No.:<br>3) Filing Party:<br>4) Date Filed:  |

# 2019 Annual Meeting of Shareowners



**WHEN:**  
 Wednesday, April 24, 2019  
 8:30 am, local time

**WHERE:**  
 World of Coca-Cola  
 121 Baker Street NW  
 Atlanta, GA 30313

**Submit a Question**

Use this form to submit a question that may be addressed at the Annual Meeting.

**GO TO FORM ▶**

**Proxy Materials**

View our interactive proxy materials and download PDF versions.

**GO THERE ▶**

**Register to Attend**

Registration to attend the Annual Meeting is required.

**READ NOW ▶**

**Voting Information**

View the items of business and find out how to vote.

**GO THERE ▶**

| Our Board's Recommendation  | FOR each Director Nominee                |
|---|--|
| ITEM 1 To vote on the appointment of Eric A. Froneo LLP as Independent Members of the Company to serve for the 2019 fiscal year | <input checked="" type="radio"/> FOR     |
| ITEM 2 To hold an advisory vote to approve executive compensation   | <input checked="" type="radio"/> FOR     |
| ITEM 3 To vote on a shareholder proposal regarding Independent Board Chair, if properly presented at the meeting                | <input checked="" type="radio"/> FOR     |
| ITEM 4 To vote on a shareholder proposal regarding and public health, if properly presented at the meeting                      | <input checked="" type="radio"/> AGAINST |

**Vote Here**

Read important information about voting your shares and vote online.

**GO THERE ▶**

**Sam Nunn**

Message from the Lead Independent Director

**READ NOW ▶**

**Compensation Committee**

Message from the Compensation Committee

**GO THERE ▶**

**Subscribe**

Register for our Shareowner Quarterly Newsletter

**GO THERE ▶**

**Join Us!**

Free admission to World of Coca-Cola

**GO THERE ▶**

**Go Green**

Shareowners of Record: Enroll in e-delivery and we'll plant a tree on your behalf.

**ENROLL NOW ▶**

**Leadership**

Our management structure has evolved to sharpen external focus on the marketplace.

**READ BIOS ▶**

**Corporate Governance**


Learn more about the sound principles of corporate governance at The Coca-Cola Company.

**GO THERE ▶**







# 2019 Annual Meeting of Shareowners

## Annual Meeting Voting Information

 Like Sign Up to see what your friends like.

### ITEMS OF BUSINESS

|  | Our Board's Recommendation  |                                  |
|--|---|----------------------------------|
| <b>ITEM 1</b> To elect the 13 Director nominees identified in the accompanying Proxy Statement to serve until the 2020 Annual Meeting. |  | <b>FOR</b> each Director Nominee |
| <b>ITEM 2</b> To hold an advisory vote to approve executive compensation.  |  | <b>FOR</b>                       |
| <b>ITEM 3</b> To ratify the appointment of Ernst & Young LLP as Independent Auditors of the Company to serve for the 2019 fiscal year. |  | <b>FOR</b>                       |
| <b>ITEM 4</b> To vote on a shareowner proposal regarding independent Board Chair, if properly presented at the meeting.                |  | <b>AGAINST</b>                   |
| <b>ITEM 5</b> To vote on a shareowner proposal on sugar and public health, if properly presented at the meeting.                       |  | <b>AGAINST</b>                   |

### YOUR VOTE IS IMPORTANT

Finished reviewing the materials and ready to vote? You can use the links provided below to submit your vote now.

**VOTE HERE** if you are a Shareowner of Record (meaning you hold your shares in your name through Computershare). You will need your 15-digit control number located on your [proxy card](#) or meeting [notice](#). If you received your meeting notice via e-mail, your control number will be easily identified.

**VOTE HERE** if you are a beneficial shareowner (meaning you hold your shares through a bank, broker or other nominee). You will need your 16-digit control number located on your [voting instruction form](#) or [notice](#). If you received your meeting notice via e-mail, your control number will be easily identified.

Not all beneficial shareowners may vote through the link provided above. If your control number is not recognized, please refer to the voting instruction form or notice for specific voting instructions.

Having problems voting? Contact [Shareowner Services](#) for help.

### PROXY MATERIALS

THE COCA-COLA COMPANY  
**2019 Proxy Statement**  
 Notice of Annual Meeting of Shareowners

Wednesday, April 24, 2019  
 8:00 a.m. - 11:00 a.m.  
 World of Coca-Cola  
 Atlanta, Georgia



### REGISTER TO ATTEND THE 2019 ANNUAL MEETING



### FREE ADMISSION TO WORLD OF COCA-COLA




### COCA-COLA ON SOCIAL



# 2019 Annual Meeting of Shareowners

## Annual Meeting Registration

 Like Sign Up to see what your friends like.



**You must register in advance and obtain an admission ticket to attend the annual meeting.**

If you plan to attend the 2019 Annual Meeting of Shareowners in person, you must register in advance. Attendance at the meeting is limited to shareowners as of the record date, February 25, 2019, or their authorized named representatives (see question 25 on page 103 in the proxy statement for instructions on how to appoint an authorized named representative). Please note that seating is limited. Registration will be accepted on a first-come, first-served basis.

[Register here](#) if you are a Shareowner of Record (meaning you hold your shares in your name through Computershare) and follow the instructions provided to vote, register and print out your admission ticket. You will need your 15-digit control number located on your **proxy card** or **meeting notice**. If you received your meeting notice via e-mail, your control number will be easily identified.

[Register here](#) if you are a beneficial shareowner (meaning you hold your shares through a broker) and follow the instructions provided to register and print out your admission ticket. You will need your 16-digit control number located on your **voting instruction form** or **notice**. If you received your meeting notice via e-mail, your control number will be easily identified.

Not all beneficial shareowners may register through the link provided above. If you control number is not recognized, please contact [Shareowner Services](#) for assistance.

### MEETING DETAILS

**WHEN:**

Wednesday, April 24, 2019  
8:30 am, local time

**WHERE:**

World of Coca-Cola  
121 Baker Street NW  
Atlanta, GA 30313

### PROXY MATERIALS

THE COCA-COLA COMPANY  
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World of Coca-Cola  
Atlanta, Georgia



### REGISTER TO ATTEND THE 2019 ANNUAL MEETING



## COCA-COLA ON SOCIAL



**Transcript of  
Annual Meeting Page Welcome Video by  
Jennifer Manning, Corporate Secretary of The Coca-Cola Company**

Welcome to our 2019 Annual General Meeting of shareowners webpage. I'm Jennifer Manning, Corporate Secretary of The Coca-Cola Company, and I would like to take a moment to provide you with some information about the AGM and this webpage. The AGM will take place on Wednesday, April 24<sup>th</sup> in Atlanta, but more on that later.

This webpage is designed to provide you with a convenient way to interact with our Company. You can easily review the proxy materials, get to know our leadership, including our lead director, submit questions in advance of the meeting and most importantly, vote your shares. As for the meeting itself, we will be returning to the World of Coca-Cola in Atlanta on April 24. The meeting will begin at 8:30 a.m. As in previous years, if you are planning to attend the Annual Meeting, **you must register in advance and obtain an admission ticket**. So please refer to the information provided on this webpage, or in your proxy materials for details on how to register and obtain your admission ticket.

As a shareowner, your voice is extremely important to our future. Whether you prefer to sign and return your proxy card or voting instruction form through postal mail, use phone or Internet voting or simply click on the voting link provided here, please vote your shares. The Proxy Statement contains all the information you need to make an informed decision and vote.

I hope to see you in Atlanta for the meeting, but, if you're unable to attend, please know you can submit a question in advance and listen to the live audiocast on April 24<sup>th</sup>.

As always, thank you for your investment and your confidence in this great business of refreshing the world with Coca-Cola and our more than 500 other well-loved beverage brands! Thank you.

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