

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 Pursuant to §.240.14a-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. (1) Title of each class of securities to which transaction applies: (2) Aggregate number of securities to which transaction applies: (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): (4) Proposed maximum aggregate value of transaction: (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. (1) Amount Previously Paid: (2) Form, Schedule or Registration Statement No.: (3) Filing Party: (4) Date Filed: |

FRONT PAGE > ANNUAL MEETING OF SHAREOWNERS

2016 Annual Meeting of Shareowners



ANNUAL MEETING DETAILS

WHEN: Wednesday, April 27, 2016

8:45 am, local time

WHERE: World of Coca-Cola

121 Baker Street NW

Atlanta, Georgia 30313

Get important registration requirements, directions and info about the meeting.

[LEARN MORE](#)

SUBMIT A QUESTION

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

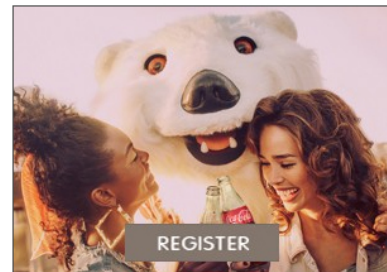
[GO TO FORM ▶](#)



2016 Annual Meeting:

View our interactive proxy materials and download PDF versions.

[GO THERE ▶](#)



[REGISTER](#)

Join us for Coca-Cola Shareowner Day

ROADMAP OF VOTING MATTERS

| Item | Description | Board Recommendation |
|---------|---|----------------------------|
| Item 1. | Election of Directors | FOR each nominee |
| Item 2. | Advisory vote to approve executive compensation | FOR |
| Item 3. | Approve the material terms of the Performance Incentive Plan of The Coca-Cola Company to permit the tax deductibility of certain awards | FOR |
| Item 4. | Ratification of Young LLP as the 2016 fiscal | FOR |
| Item 5. | Shareowner proposal regarding Holy Land Principles | AGAINST |
| Item 6. | Shareowner proposal regarding restricted stock | AGAINST |
| Item 7. | Shareowner proposal regarding alignment between corporate values and political and policy activity | AGAINST |

[VIEW LARGER](#)

VOTE HERE

Read important information about voting your shares and vote online.

[GO THERE ▶](#)



Sam Nunn

Message from the Lead Independent Director

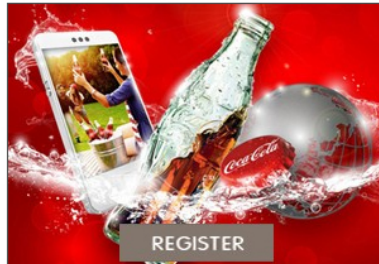
[READ NOW ▶](#)



Mel Lagomasino

Coca-Cola Board Member Discusses 2016 Proxy Statement

[▶](#)



[REGISTER](#)

The Coca-Cola Company
Quarterly Shareowner Newsletter

GO GREEN

Shareowners of Record: enroll now and we'll plant a tree on your behalf.

[ENROLL NOW ▶](#)



LEADERSHIP

Our management structure has evolved to sharpen external focus on the



CORPORATE GOVERNANCE

Learn more about the



2014/2015
SUSTAINABILITY REPORT

DOWNLOAD

marketplace.

READ BIOS ▶

sound principles of corporate governance at The Coca-Cola Company.

GO THERE ▶

OUR BRANDS

Our portfolio features 20 billion-dollar brands. Learn about some of them here.

READ BIOS ▶

COKE LAUNCHES ONE-BRAND STRATEGY

SEE THE GLOBAL CAMPAIGN NOW

LEARN MORE

Shareowner Services

Have a shareowner-related question? View our FAQ.

Stock Information

Go here for stock history, dividend...

SEC Filings

See all our financial filings here.

COCA-COLA ON SOCIAL

1,022,958
LIKES

556,672
FOLLOWERS

781,921
FOLLOWERS

5,046,043
VIEWS

24,947
PHOTOS

15,497
FOLLOWERS

417
ITEMS

- [FRONT PAGE](#)
- [BRANDS](#)
- [VIDEOS](#)
- [SUSTAINABILITY](#)
- [INNOVATION](#)
- [HISTORY](#)
- [MUSIC](#)
- [UNBOTTLED](#)
- [OUR COMPANY](#)
- [PRODUCT FACTS \(U.S.\)](#)
- [INVESTORS](#)
- [PRESS CENTER](#)
- [CAREERS](#)
- [CONTACT US](#)
- [NEWSLETTER](#)
- [▶ MASTHEAD](#)

THE OPENER

- [Adventures in Cooking](#)
- [Climbing Grier Mountain](#)
- [For the Love of the South](#)
- [Inside the Box Innovation](#)
- [Marcus Nilsson](#)
- [Oh, Bite It!](#)
- [Scott Kelby's Photoshop Insider](#)
- [Madalynne](#)
- [The Kitchin](#)
- [My Stiletto Life](#)
- [A Thousand Threads](#)
- [Happy Fuel](#)
- [Social Nerdia](#)
- [The View From 5 ft. 2](#)
- [Cooking With Amy](#)
- [girlloveslife](#)
- [Manners and Moxie](#)
- [NY Trendy Moms](#)

TOPICS

- [Brands](#)
- [Business](#)
- [Food](#)
- [History](#)
- [Innovation](#)
- [Jobs](#)
- [Culture](#)
- [Sports](#)
- [Sustainability](#)

BRANDS

- [Coca-Cola](#)
- [Coca-Cola zero](#)
- [DASANI](#)
- [Diet Coke](#)
- [Fanta](#)
- [glacéau vitaminwater](#)
- [Minute Maid](#)
- [Odwalla](#)
- [POWERADE](#)
- [Sprite](#)
- [Simply](#)
- [Coca-Cola Product Facts \(U.S.\)](#)
- [View All Brands ▶](#)


THE COCA-COLA COMPANY

- [About Our Ads](#)
- [Beverage Institute for Health & Wellness](#)
- [CA Transparency in Supply Chains Act](#)
- [Careers](#)
- [Coca-Cola Product Facts \(U.S.\)](#)
- [Contact Us](#)
- [Cookie Policy](#)
- [DMCA Policy](#)
- [House Rules](#)
- [Human & Workplace Rights](#)
- [Journey RSS Feed](#)
- [Investors](#)
- [Our Company](#)
- [Press Center](#)
- [Unbottled RSS Feed](#)
- [Privacy Policy](#)
- [Terms of Use](#)
- [U.S. Safe Harbor Privacy Policy](#)

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 20 billion-dollar brands including, Diet Coke, Fanta, Sprite, Coca-Cola Zero, vitaminwater, POWERADE, Minute Maid, Simply, Georgia, Dasani, FUZE TEA 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.

2016 Annual Meeting of Shareowners

Annual Meeting Voting Information

 Like Be the first of your friends to like this.

SHARE:  0



Enter your email, and...

» SUBSCRIBE

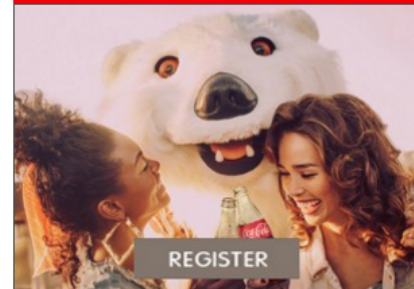
ROADMAP OF VOTING MATTERS

| | Board Recommendation |
|--|----------------------------|
| Item 1. Election of Directors | FOR each nominee |
| Item 2. Advisory vote to approve executive compensation | FOR |
| Item 3. Approve the material terms of the Performance Incentive Plan of The Coca-Cola Company to permit the tax deductibility of certain awards | FOR |
| Item 4. Ratification of the appointment of Ernst & Young LLP as Independent Auditors to serve for the 2016 fiscal year | FOR |
| Item 5. Shareowner proposal regarding Holy Land Principles | AGAINST |
| Item 6. Shareowner proposal regarding restricted stock | AGAINST |
| Item 7. Shareowner proposal regarding alignment between corporate values and political and policy activity | AGAINST |

PROXY MATERIALS

- » 2016 Interactive Proxy Materials
- » 2016 Proxy Statement
- » Performance Incentive Plan
- » 2015 Annual Report On Form 10-K

JOIN US



Join us for Coca-Cola
Shareowner Day

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 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 broker). You will need your 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.

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

SHAREOWNER NEWSLETTER



The Coca-Cola Company
Quarterly Shareowner Newsletter

COCA-COLA ON SOCIAL



1,022,944
LIKES



556,672
FOLLOWERS



781,921
FOLLOWERS



5,046,043
VIEWS



24,947
PHOTOS



15,497
FOLLOWERS



417
ITEMS

[FRONT PAGE](#)

[BRANDS](#)

[VIDEOS](#)

[SUSTAINABILITY](#)

[INNOVATION](#)

[HISTORY](#)

[MUSIC](#)

[UNBOTTLED](#)

[OUR COMPANY](#)

[PRODUCT FACTS \(U.S.\)](#)

[INVESTORS](#)

[PRESS CENTER](#)

[CAREERS](#)

[CONTACT US](#)

[NEWSLETTER](#)

[▶ MASTHEAD](#)

THE OPENER

[Adventures in Cooking](#)
[Climbing Grier Mountain](#)
[For the Love of the South](#)
[Inside the Box Innovation](#)
[Marcus Nilsson](#)
[Oh, Bite It!](#)
[Scott Kelby's Photoshop Insider](#)
[Madalynne](#)
[The Kitchin](#)
[My Stiletto Life](#)
[A Thousand Threads](#)
[Happy Fuel](#)
[Social Nerdia](#)
[The View From 5 ft. 2](#)
[Cooking With Amy](#)
[girlloveslife](#)
[Manners and Moxie](#)
[NY Trendy Moms](#)

TOPICS

[Brands](#)
[Business](#)
[Food](#)
[History](#)
[Innovation](#)
[Jobs](#)
[Culture](#)
[Sports](#)
[Sustainability](#)

BRANDS

[Coca-Cola](#)
[Coca-Cola zero](#)
[DASANI](#)
[Diet Coke](#)
[Fanta](#)
[glacéau vitaminwater](#)
[Minute Maid](#)
[Odwalla](#)
[POWERADE](#)
[Sprite](#)
[Simply](#)
[Coca-Cola Product Facts \(U.S.\)](#)
[View All Brands >](#)

THE COCA-COLA COMPANY

[About Our Ads](#)
[Beverage Institute for Health & Wellness](#)
[CA Transparency in Supply Chains Act](#)
[Careers](#)
[Coca-Cola Product Facts \(U.S.\)](#)
[Contact Us](#)
[Cookie Policy](#)
[DMCA Policy](#)
[House Rules](#)
[Human & Workplace Rights](#)
[Journey RSS Feed](#)
[Investors](#)
[Our Company](#)
[Press Center](#)
[Unbottled RSS Feed](#)
[Privacy Policy](#)
[Terms of Use](#)
[U.S. Safe Harbor Privacy Policy](#)

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 20 billion-dollar brands including, Diet Coke, Fanta, Sprite, Coca-Cola Zero, vitaminwater, POWERADE, Minute Maid, Simply, Georgia, Dasani, FUZE TEA 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.

© 2016 THE COCA-COLA COMPANY

**Transcript of
Annual Meeting Page Welcome Video by
Muhtar Kent, Chairman and Chief Executive Officer of
The Coca-Cola Company**

Welcome to the web page of our 2016 Annual Meeting of Shareowners, which will be held Wednesday, April the 27th in our hometown of Atlanta, Georgia. This page will give you a convenient way to interact with our Company. You can view proxy materials, you can vote your shares and submit questions for the meeting.

Importantly, we're doing a couple of things very differently this year. For starters, we're holding our meeting at an exciting new location, the World of Coca-Cola in Atlanta.

Following the meeting, which will begin at 8:45 a.m., we'll be hosting an exclusive new event, Coca-Cola Shareowner Day. This special event will give us a unique opportunity to thank you for your interest and investment in our business. Coca-Cola Shareowner Day will begin at 11:00 a.m. and continue throughout the day.

You can join us for Coca-Cola Shareowner Day even if you do not attend the Annual Meeting. Shareowners will enjoy free admission, and you'll be able to experience all that the World of Coca-Cola has to offer, including the Vault of the Secret Formula. Space is limited and you must book tickets in advance to attend, so please review the important registration information on this page or in the proxy statement.

As a valued shareowner, your voice is absolutely essential to our future. So please vote your shares. You can sign and return your proxy card or voting instruction form, use phone or Internet voting or click on a voting link on this page. As always, your proxy statement contains all of the items on which we're asking you to vote.

I hope you'll join us in Atlanta for the meeting. But, if you're unable to attend, I invite you to listen to the live audiocast and submit a question in advance, if you're so inclined.

Thank you for your investment. Thank you for your confidence in this great business of refreshing the world with Coca-Cola.
