

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"/>	<b>No fee required.</b>
<input type="checkbox"/>	<b>Fee computed on table below per Exchange Act Rules 14a-6(i)(1) and 0-11.</b> (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"/>	<b>Fee paid previously with preliminary materials.</b>
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# 2018 Annual Meeting of Shareowners



**WHEN:**

Wednesday, April 25, 2018  
8:30 am, local time

**WHERE:**

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

[LEARN MORE](#)

**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.

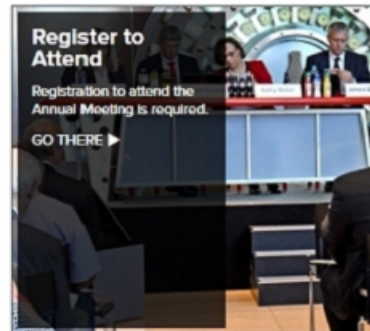
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**Register to Attend**

Registration to attend the Annual Meeting is required.

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**Voting Information**

View our roadmap of voting matters and find out how to vote.

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VOTING MATTERS	
ITEM 1: Election of Directors	Board's Recommendation <b>FOR</b> each Director Nominee
ITEM 2: Advisory Vote to Approve Executive Compensation	<b>FOR</b>
ITEM 3: Ratification of the Appointment of Ernst & Young LLP as Independent Auditors	<b>FOR</b>

**Vote Here**

Read important information about voting your shares and vote online.

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**Sam Nunn**

Message from the Lead Independent Director

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**Compensation Committee**

Message from the Compensation Committee

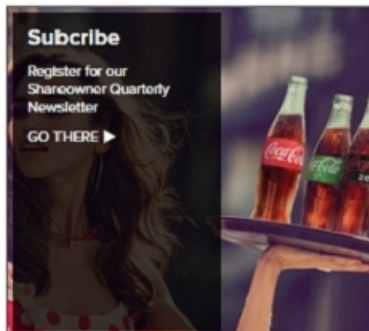
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Register for our Shareowner Quarterly Newsletter

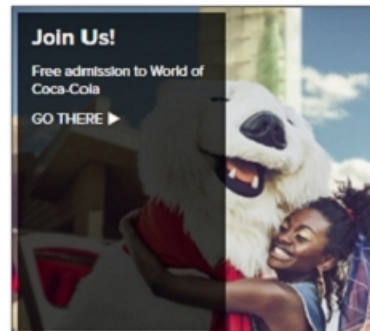
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**Join Us!**

Free admission to World of Coca-Cola

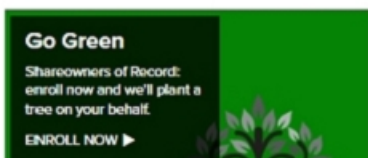
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**Go Green**

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

[ENROLL NOW ▶](#)



**Leadership**

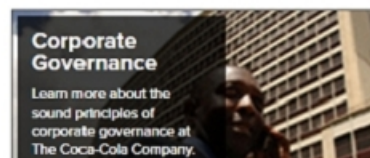
Our management structure has evolved to sharpen external focus on the marketplace.

[READ BIOS ▶](#)



**Corporate Governance**

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





## COCA-COLA ON SOCIAL

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The Coca-Cola Company (NYSE: KO) is the world's largest beverage company, offering over 500 brands to people in more than 200 countries. Of our 21 billion-dollar brands, 19 are available in lower- or no-sugar options to help people moderate their consumption of added sugar. In addition to our namesake Coca-Cola drinks, some of our leading brands around the world include: A&P soy-based beverages, Ayataka green tea, Dasani waters, Del Valle juices and nectars, Fanta, Georgia coffee, Gold Peak teas and coffees, Honest Tea, Minute Maid juices, Powerade sports drinks, Simply juices, smartwater, Sprite, vitaminwater, and Zico coconut water. At Coca-Cola, we're serious about making positive contributions to the world. That starts with reducing sugar in our drinks and continuing to introduce new ones with added benefits. It also means continuously working to reduce our environmental impact, creating rewarding careers for our associates and bringing economic opportunity wherever we operate. Together with our bottling partners, we employ more than 700,000 people around the world.

The Fairlife® brand is owned by Fairlife, LLC, our joint venture with Select Milk Producers, Inc., and Fairlife's products are distributed by our Company and certain of our bottling partners.

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# 2018 Annual Meeting of Shareowners

## Annual Meeting Voting Information

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### ROADMAP OF VOTING MATTERS

Our Board's Recommendation

ITEM 1. Election of Directors	<b>FOR each Director Nominee</b>
ITEM 2. Advisory Vote to Approve Executive Compensation	<b>FOR</b>
ITEM 3. Ratification of the Appointment of Ernst & Young LLP as Independent Auditors	<b>FOR</b>

### PROXY MATERIALS



### 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.

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

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

### REGISTER TO ATTEND THE 2018 ANNUAL MEETING



### FREE ADMISSION TO WORLD OF COCA-COLA



## COCA-COLA ON SOCIAL



## THE OPENER

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The bottle® brand is owned by bottle, LLC, our joint venture with Select Milk Producers, Inc., and bottle's products are distributed by our Company and certain of our bottling partners.

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# 2018 Annual Meeting of Shareowners

## Annual Meeting Registration

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

If you plan to attend the 2018 Annual Meeting in person, you must register in advance. Attendance at the meeting is limited to shareowners as of the record date, February 26, 2018, or their authorized named representatives (see question 25 on page 94) in the [proxy statement](#) for instructions on how to appoint an authorized named representative). Please note that seating is limited and 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 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 bank, broker or other nominee) 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 meeting [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 your control number is not recognized, please contact [Shareowner Services](#) for assistance.

At the entrance to the meeting, we will verify your registration and request to see your admission ticket and a valid form of photo identification, such as a driver's license or passport. You will be required to enter through a security checkpoint before being granted access to the venue.

Have additional questions? Check the annual meeting [FAQs](#) for more information.

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

### MEETING DETAILS

#### WHEN:

Wednesday, April 25, 2018  
8:30 am, local time

#### WHERE:

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

### PROXY MATERIALS



### FREE ADMISSION TO WORLD OF COCA-COLA



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

Welcome to the webpage of our 2018 Annual General Meeting of shareowners, which will be held Wednesday, April the 25th in our hometown of Atlanta, Georgia. This page gives you a convenient way to interact with our company. You can view proxy materials, vote your shares and submit questions for the meeting.

For 2018, we will again hold our meeting at the World of Coca-Cola in Atlanta. And like last year, 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 annual meeting webpage, or in your proxy materials for details on how to register and obtain your admission ticket.

As a shareowner, your voice is absolutely vital to our future so please do 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.

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

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