

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. 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:



# ANNUAL MEETING OF SHAREOWNERS

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## Annual Meeting of Shareowners

Wednesday, April 22, 2020

World of Coca-Cola

121 Baker St NW  
Atlanta, GA 30313

## Proxy Materials

View our interactive Proxy Materials And download the PDF versions

[Interactive Proxy Materials](#)

[2020 Proxy Statement \(PDF\)](#)

[2019 Annual Report on Form 10-K \(PDF\)](#)



## Meeting Information

[Vote Your Shares](#)

[Submit a Question](#)

[Register to Attend](#)

## Messages from



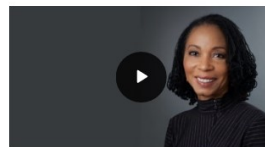
Lead Independent Director,  
Maria Elena Lagomasino

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Chairman and CEO, James  
Quincey

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Talent and Compensation  
Committee Chair, Helene Gayle

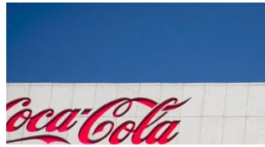
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## | More Info for Shareowners



Free Admission to World of  
Coca-Cola

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Learn about our Leadership

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corporate governance

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## Items of Business

### COMPANY PROPOSALS

- 1 Elect as Directors the 12 Director nominees named in the Proxy Statement to serve until the 2021 Annual Meeting of Shareowners.
- 2 Conduct an advisory vote to approve executive compensation.
- 3 Ratify the appointment of Ernst & Young LLP as Independent Auditors of the Company to serve for the 2020 fiscal year.

### SHAREOWNER PROPOSAL

- 4 Vote on a shareowner proposal on sugar and public health, if properly presented at the meeting.

### Our Board's Recommendation

- ✓ **FOR** each Director Nominee
- ✓ **FOR**
- ✓ **FOR**
- ✗ **AGAINST**

## YOUR VOTE IS IMPORTANT

Finished reviewing the materials and ready to vote? You can use the link 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, our Registrar and Transfer Agent). 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 broker). 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 owners 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.



## You must register in advance and obtain an admission ticket to attend the 2020 Annual Meeting.

If you plan to attend the 2020 Annual Meeting in person, you must register in advance. Attendance at the meeting is limited to shareowners as of the record date, February 24, 2020, or their authorized named representatives (see question 25 on page 101 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.

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

Welcome to the webpage for our 2020 Annual Meeting of Shareowners, which will be held Wednesday, April 22<sup>nd</sup> in our hometown of Atlanta, Georgia. I'm Jennifer Manning, Associate General Counsel and Corporate Secretary of The Coca-Cola Company.

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 2020, we will again hold our meeting at World of Coca-Cola in Atlanta. And like last year, if you are planning to attend the Annual Meeting, you need to **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 vote your shares. You can sign and return your proxy card or voting instruction form, use phone or Internet voting or click on the 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 would like.

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!

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**Transcript of  
Annual Meeting Page Video by  
Maria Elena Lagomasino, Lead Independent Director of  
The Board of Directors of The Coca-Cola Company**

Hi, I'm Mel Lagomasino, the Lead Independent Director of The Coca-Cola Company. I'm honored to serve in this role, because our Board believes strong, independent leadership goes hand-in-hand with building long-term value. It's a part of how we pursue our purpose to refresh the world and make a difference.

So what's my job? As Lead Independent Director, I have robust and clearly defined responsibilities. And, they've been shaped by what we've heard and learned from shareowners.

One of my jobs is to guide the Board in its core work overseeing the Company's business strategy, and I'm the Board's key point of contact for shareowners. The Lead Independent Director also leads the annual performance evaluation for our Chairman and CEO and the annual Board evaluation process, and presides at executive sessions where the Chairman and CEO isn't present.

Finally – and this is a critical part of the job – the Lead Independent Director plays a key role in planning for Board and management succession. Our Board has a strong partnership with Chairman and CEO, James Quincey. Together, we ensure the Company is positioned to grow successfully and sustainably.

We also have a diverse, well-functioning Board with capable Directors who have the right mix of skills. It's about having a balance of tenure, turnover, diversity and deep knowledge. We value fresh perspectives and also the great experience that Directors gain over time. Board refreshment is a journey, and we are committed to fielding the best Board possible.

Finally, shareowners expect – and deserve – to understand how and why we make decisions in the boardroom. So we're constantly building relationships and trust over time. We've cultivated meaningful, valuable relationships with our shareowners through our engagement program, which is led by management and overseen by the Board.

On behalf of my fellow Directors, thank you for your investment in this Company. And, especially, for the trust you place in us.

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**Transcript of  
Annual Meeting Page Video by  
Helene Gayle, Chair of the Talent and Compensation Committee of  
The Board of Directors of The Coca-Cola Company**

Hi, I'm Helene Gayle, and I'm pleased to serve as Chair of the Talent and Compensation Committee of The Coca-Cola Company's Board of Directors.

We are excited to usher in the new decade with an invigorated focus on growth, refreshing the world and making a difference. When we do this well, we grow and thrive.

To accomplish our ambitious goals, it is key that we have the right people and the right incentives to drive growth and achieve our purpose as a Company. So, we need the right policies and strategies in place to attract, retain and develop the talented and diverse employees we need.

That is why the Board of Directors expanded the scope of this Committee to focus not only on overseeing compensation practices, but also on reviewing how the Company manages its broader people practices in areas such as talent management and culture.

When we look at talent, the Committee reviews the Company's strategies for talent management, leadership development, retention and culture. We evaluate workplace diversity and inclusion, equality and fairness to ensure the Company maintains a consistent and fair process when it comes to hiring and promoting.

With executive compensation, we continue to evaluate programs to ensure that they are consistent with our business strategy and incentivize the behaviors that best position the Company for long-term growth. We continue to work to ensure that our plans effectively link pay and performance and align executives' interests with those of our shareowners and other key stakeholders.

To learn more, please take a look at the Compensation Discussion and Analysis in our proxy materials, which describes our current program in detail. You can also review the Governance section in our Proxy, which describes our talent priorities.

Thank you.

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