

DOUGLAS J ALEXANDER JR  
Form 4  
April 11, 2013

**FORM 4** UNITED STATES SECURITIES AND EXCHANGE COMMISSION  
Washington, D.C. 20549

OMB APPROVAL

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**STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP OF SECURITIES**

Filed pursuant to Section 16(a) of the Securities Exchange Act of 1934, Section 17(a) of the Public Utility Holding Company Act of 1935 or Section 30(h) of the Investment Company Act of 1940

(Print or Type Responses)

1. Name and Address of Reporting Person \*  
DOUGLAS J ALEXANDER JR

(Last) (First) (Middle)

THE COCA-COLA  
COMPANY, ONE COCA-COLA  
PLAZA

(Street)

ATLANTA, GA 30313

(City) (State) (Zip)

2. Issuer Name and Ticker or Trading Symbol  
COCA COLA CO [KO]

3. Date of Earliest Transaction  
(Month/Day/Year)  
04/10/2013

4. If Amendment, Date Original Filed(Month/Day/Year)

5. Relationship of Reporting Person(s) to Issuer

(Check all applicable)

\_\_\_ Director \_\_\_ 10% Owner  
\_X\_ Officer (give title below) \_\_\_ Other (specify below)  
Senior Vice President

6. Individual or Joint/Group Filing(Check Applicable Line)  
\_X\_ Form filed by One Reporting Person  
\_\_\_ Form filed by More than One Reporting Person

**Table I - Non-Derivative Securities Acquired, Disposed of, or Beneficially Owned**

| 1. Title of Security (Instr. 3) | 2. Transaction Date (Month/Day/Year) | 2A. Deemed Execution Date, if any (Month/Day/Year) | 3. Transaction Code (Instr. 8) | 4. Securities Acquired (A) or Disposed of (D) (Instr. 3, 4 and 5) | 5. Amount of Securities Beneficially Owned Following Reported Transaction(s) (Instr. 3 and 4) | 6. Ownership Form: Direct (D) or Indirect (I) (Instr. 4) | 7. Nature of Indirect Ownership (Instr. 4) |
|---------------------------------|--------------------------------------|--|--------------------------------|---|---|--|--|
|                                 |                                      |  | Code                           | V   | Amount  | (A) or (D)   | Price                                      |
| Common Stock, \$.25 Par Value   | 04/10/2013                           |  | M                              |   | 20,000  | A  | \$ 27.7675                                 |
| Common Stock, \$.25 Par Value   | 04/10/2013                           |  | M                              |   | 10,000  | A  | \$ 21.6                                    |
| Common Stock, \$.25 Par         | 04/10/2013                           |  | S <sup>(1)</sup>               |   | 20,000  | D  | \$ 40.75                                   |
|                                 |                                      |  |                                |   | 201,678   | D  |  |
|                                 |                                      |  |                                |   | 211,678   | D  |  |
|                                 |                                      |  |                                |   | 191,678   | D  |  |

Value

Common  
Stock,  
\$.25 Par  
Value

04/10/2013

S<sup>(1)</sup>

10,000 D

\$ 41

181,678

D

Common  
Stock,  
\$.25 Par  
Value

9,460 <sup>(2)</sup>

I

By 401(k)  
Plan

Reminder: Report on a separate line for each class of securities beneficially owned directly or indirectly.

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(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) | Amount or Number of Shares |
|--|--|--------------------------------------|--|--------------------------------|---|--|---|----------------------------|
| Employee Stock Option (Right to Buy)       | \$ 27.7675   | 04/10/2013                           |  | M                              | 20,000  | <sup>(3)</sup> 02/17/2020                                | Common Stock, \$.25 Par Value                                 | 20,000                     |
| Employee Stock Option (Right to Buy)       | \$ 21.6  | 04/10/2013                           |  | M                              | 10,000  | <sup>(4)</sup> 02/18/2019                                | Common Stock, \$.25 Par Value                                 | 10,000                     |
| Hypothetical Shares                        | \$ 0 <sup>(5)</sup>                                    |                                      |  |                                |   | <sup>(6)</sup> <sup>(6)</sup>                            | Common Stock, \$.25 Par Value                                 | 18,660                     |

## Reporting Owners

| Reporting Owner Name / Address | Relationships |           |         |       |
|--------------------------------|---------------|-----------|---------|-------|
|                                | Director      | 10% Owner | Officer | Other |

DOUGLAS J ALEXANDER JR  
THE COCA-COLA COMPANY  
ONE COCA-COLA PLAZA  
ATLANTA, GA 30313

Senior Vice President

## Signatures

/s/ Gloria K. Bowden, attorney-in-fact for J. Alexander  
Douglas Jr.

04/11/2013

\_\_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) The sale reported in this Form 4 was effected pursuant to a Rule 10b5-1 trading plan established by the reporting person on March 11, 2013.
- (2) Shares credited to my account under The Coca-Cola Company 401(k) Plan, as of April 9, 2013.
- (3) Option (with tax withholding right) granted on February 18, 2010 under The Coca-Cola Company 2008 Stock Option Plan. One-fourth of grant becomes exercisable on each of the first, second, third and fourth anniversaries of the grant date.
- (4) Option (with tax withholding right) granted on February 19, 2009 under The Coca-Cola Company 1999 Stock Option Plan. One-fourth of grant became exercisable on the first, second, third and fourth anniversaries of the grant date.
- (5) Each hypothetical share is equal to one share of common stock of The Coca-Cola Company.
- (6) There is no data applicable with respect to the hypothetical shares.
- (7) As of April 9, 2013.

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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