

COCA COLA CO  
Form DEFA14A  
March 10, 2016  
**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:**

Preliminary Proxy Statement

CONFIDENTIAL, FOR USE OF THE COMMISSION ONLY (AS PERMITTED BY RULE 14a-6(e)(2))

Definitive Proxy Statement

Definitive Additional Materials

Soliciting Material Pursuant to §.240.14a-12

*(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):**

**No fee required.**

**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:

**Fee paid previously with preliminary materials.**

**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:





**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.