

COCA COLA CO  
Form 4  
December 10, 2014

**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 \*  
TRIPODI JOSEPH V

(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)  
12/08/2014

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)  
Executive 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 Beneficial Ownership (Instr. 4) |
|---------------------------------|--------------------------------------|--|--------------------------------|---|---|--|---|
|                                 |                                      |  | Code                           | V   | Amount  | (A) or (D)   | Price   |
| Common Stock, \$.25 Par Value   | 12/08/2014                           |  | M                              |   | 140,000   | A  | \$ 29.0725  |
| Common Stock, \$.25 Par Value   | 12/08/2014                           |  | M                              |   | 166,500   | A  | \$ 21.6   |
| Common Stock, \$.25 Par         | 12/08/2014                           |  | S <sup>(1)</sup>               |   | 306,500   | D  | \$ 43.3955<br><u>(2)</u>                              |

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|                               |            |                  |        |   |                             |                  |   |                               |
|-------------------------------|------------|------------------|--------|---|-----------------------------|------------------|---|-------------------------------|
| Value                         |            |                  |        |   |                             |                  |   |                               |
| Common Stock, \$.25 Par Value | 12/09/2014 | M                | 75,000 | A | \$ 21.6                     | 164,709          | D |                               |
| Common Stock, \$.25 Par Value | 12/09/2014 | S <sup>(1)</sup> | 75,000 | D | \$<br>41.9704<br><u>(3)</u> | 89,709           | D |                               |
| Common Stock, \$.25 Par Value |            |                  |        |   |                             | 1,392            | I | By Wife as Trustee <u>(4)</u> |
| Common Stock, \$.25 Par Value |            |                  |        |   |                             | 696              | I | By Trust <u>(5)</u>           |
| Common Stock, \$.25 Par Value |            |                  |        |   |                             | 8,944 <u>(6)</u> | 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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SEC 1474  
(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 Security (Instr. 3 and 4) | Amount of Underlying Security |                               |
|--|--|--------------------------------------|--|--------------------------------|---|--|---|-------------------------------|-------------------------------|
|  |  |                                      |  | Code                           | V (A) (D)   | Date Exercisable   | Expiration Date   | Title                         | Amount of Underlying Security |
| Employee Stock Option (Right to Buy)       | \$ 29.0725   | 12/08/2014                           |  | M                              | 140,000   | <u>(7)</u>   | 02/20/2018  | Common Stock, \$.25 Par Value | 140,000                       |
| Employee Stock Option (Right to Buy)       | \$ 21.6  | 12/08/2014                           |  | M                              | 166,500   | <u>(8)</u>   | 02/18/2019  | Common Stock, \$.25 Par       | 166,500                       |

Buy)

Employee  
Stock Option  
(Right to  
Buy)

\$ 21.6

12/09/2014

M

75,000

(8)

02/18/2019

Value  
Common  
Stock,  
\$.25 Par  
Value

75,

Hypothetical  
Shares

(9)

(10)

(10)

Common  
Stock,  
\$.25 Par  
Value

10,

## Reporting Owners

### Reporting Owner Name / Address

### Relationships

Director 10% Owner Officer Other

TRIPODI JOSEPH V  
THE COCA-COLA COMPANY  
ONE COCA-COLA PLAZA  
ATLANTA, GA 30313

Executive Vice President

## Signatures

/s/ Joseph V.  
Tripodi

12/10/2014

\*\*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 November 5, 2014.
- (2) The price is the weighted average sale price of the aggregate number of shares that were sold by the reporting person. These shares were sold in multiple transactions at prices ranging from \$43.35 to \$43.625. The reporting person undertakes to provide to the issuer, any security holder of the issuer or the staff of the Securities and Exchange Commission, upon request, full information regarding the number of shares sold at each separate price.
- (3) The price is the weighted average sale price of the aggregate number of shares that were sold by the reporting person. These shares were sold in multiple transactions at prices ranging from \$41.68 to \$42.12. The reporting person undertakes to provide to the issuer, any security holder of the issuer or the staff of the Securities and Exchange Commission, upon request, full information regarding the number of shares sold at each separate price. Due to an administrative error in executing the transaction, the broker credited to the reporting person's account the difference between the weighted average sale price of the aggregate number of shares that were sold by the reporting person and \$43.61 per share.
- (4) These shares are held by trusts for the benefit of the reporting person's two children.
- (5) These shares are held by a trust in which the reporting person is the trustee for the benefit of the reporting person's son.
- (6) Shares credited to my account under The Coca-Cola Company 401(k) Plan, as of December 5, 2014.
- (7) Option (with tax withholding right) granted on February 21, 2008 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.
- (8) Option (with tax withholding right) granted on February 19, 2009 under The Coca-Cola Company 2008 Stock Option Plan. One-fourth of grant became exercisable on the first, second, third and fourth anniversaries of the grant date.

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- (9) Each hypothetical share is equal to one share of Common Stock of The Coca-Cola Company.
- (10) There is no data applicable with respect to the hypothetical shares.
- (11) As of December 5, 2014.

Note: File three copies of this Form, one of which must be manually signed. If space is insufficient, *see* Instruction 6 for procedure. Potential persons who are to respond to the collection of information contained in this form are not required to respond unless the form displays a currently valid OMB number.