

COCA COLA CO  
Form DEFA14A  
March 09, 2017  
**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 webpage of our 2017 annual general meeting of shareowners, which is going to be held Wednesday, April 26<sup>th</sup> 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 also submit questions for the meeting.

For 2017, we will again hold our meeting at the World of Coca-Cola in Atlanta. **This 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 also 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 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 here in Atlanta for the meeting. But if you are unable to attend, I invite you to listen to the live audiocast and if you'd like, submit also a question in advance.

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