

COCA COLA CO  
Form 4  
November 14, 2016

**FORM 4**

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

Check this box  
if no longer  
subject to  
Section 16.  
Form 4 or  
Form 5  
obligations  
may continue.  
See Instruction  
1(b).

**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

## OMB APPROVAL

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(Print or Type Responses)

1. Name and Address of Reporting Person \*  
**Kent Ahmet Muhtar**

(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)

**11/04/2016**

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

5. Relationship of Reporting Person(s) to  
Issuer

(Check all applicable)

☐ Director ☐ 10% Owner  
☒ Officer (give title below) ☐ Other (specify below)  
**Chairman & CEO**

6. Individual or Joint/Group Filing(Check  
Applicable Line)  
☒ 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)
Common Stock, \$.25 Par Value	11/04/2016		G <sup>(1)</sup>	V 147,792 D \$ 0	402,283	D	
Common Stock, \$.25 Par Value					80,656 <sup>(2)</sup>	I	By 401(k) Plan
Common Stock, \$.25 Par Value					129,000	I	By Trust <sup>(3)</sup>
Common					134,000	I	By Wife's

Stock, \$.25  
Par Value

Trust <sup>(4)</sup>

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 Securities (Instr. 3 and 4)		8. Pri Deriv Secur (Instr
				Code	V (A) (D)	Date Exercisable	Expiration Date	Title	Amount or Number of Shares	
Hypothetical Shares	\$ 0 <sup>(5)</sup>					<u>(6)</u>	<u>(6)</u>	Common Stock, \$.25 Par Value	64,294	

## Reporting Owners

Reporting Owner Name / Address	Relationships
	Director 10% Owner Officer Other
Kent Ahmet Muhtar THE COCA-COLA COMPANY ONE COCA-COLA PLAZA ATLANTA, GA 30313	X Chairman & CEO

## Signatures

/s/ Muhtar Kent 11/10/2016  
 \*\*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).

## Edgar Filing: COCA COLA CO - Form 4

- (1) Gift to a non-profit foundation of which the reporting person, his wife and their two children are the trustees.
- (2) Shares credited to my account under The Coca-Cola Company 401(k) Plan, as of November 3, 2016.

- These shares are held in trust for the benefit of the reporting person's wife and children. An independent trust company is trustee of the
- (3) trust. The filing of this report is not an admission that the reporting person is the beneficial owner of these shares for purposes of Section 16 or for any other purpose.
  - (4) These shares are held in trust for the benefit of the reporting person and his children. An independent trust company is trustee of the trust.
  - (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 November 3, 2016.

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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