

COCA COLA CO  
Form 3  
August 09, 2016

**FORM 3 UNITED STATES SECURITIES AND EXCHANGE COMMISSION**  
**Washington, D.C. 20549**

OMB APPROVAL

OMB Number: 3235-0104  
Expires: January 31, 2005  
Estimated average burden hours per response... 0.5

**INITIAL STATEMENT OF 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 *		2. Date of Event Requiring Statement	3. Issuer Name <b>and</b> Ticker or Trading Symbol	
Â MURPHY JOHN		(Month/Day/Year)	COCA COLA CO [KO]	
(Last)	(First)	(Middle)	08/01/2016	
THE COCA-COLA COMPANY,Â ONE COCA-COLA PLAZA			4. Relationship of Reporting Person(s) to Issuer	5. If Amendment, Date Original Filed(Month/Day/Year)
(Street)				(Check all applicable)
ATLANTA,Â GAÂ 30313			<input type="checkbox"/> Director	<input type="checkbox"/> 10% Owner
(City)	(State)	(Zip)	<input type="checkbox"/> Officer	<input checked="" type="checkbox"/> Other
			(give title below)	(specify below)
			Group President	6. Individual or Joint/Group Filing(Check Applicable Line)
				<input checked="" type="checkbox"/> Form filed by One Reporting Person
				<input type="checkbox"/> Form filed by More than One Reporting Person

**Table I - Non-Derivative Securities Beneficially Owned**

1. Title of Security (Instr. 4)	2. Amount of Securities Beneficially Owned (Instr. 4)	3. Ownership Form: Direct (D) or Indirect (I) (Instr. 5)	4. Nature of Indirect Beneficial Ownership (Instr. 5)
Common Stock, \$.25 Par Value	52,282	D <sup>(1)</sup>	Â
Common Stock, \$.25 Par Value	2,143	I	By Wife

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

SEC 1473 (7-02)

**Persons who respond to the collection of information contained in this form are not required to respond unless the form displays a currently valid OMB control number.**

**Table II - Derivative Securities Beneficially Owned (e.g., puts, calls, warrants, options, convertible securities)**

1. Title of Derivative Security (Instr. 4)	2. Date Exercisable and Expiration Date (Month/Day/Year)	3. Title and Amount of Securities Underlying Derivative Security	4. Conversion or Exercise	5. Ownership Form of	6. Nature of Indirect Beneficial Ownership (Instr. 5)
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	Date Exercisable	Expiration Date	(Instr. 4) Title	Amount or Number of Shares	Price of Derivative Security	Derivative Security: Direct (D) or Indirect (I) (Instr. 5)	
Employee Stock Option (Right to Buy)	Â <u>(2)</u>	02/18/2019	Common Stock, \$.25 Par Value	167,468	\$ 21.6	D	Â
Employee Stock Option (Right to Buy)	Â <u>(3)</u>	02/18/2019	Common Stock, \$.25 Par Value	20,000	\$ 21.6	D	Â
Employee Stock Option (Right to Buy)	Â <u>(4)</u>	02/17/2020	Common Stock, \$.25 Par Value	84,400	\$ 27.7675	D	Â
Employee Stock Option (Right to Buy)	Â <u>(5)</u>	02/16/2021	Common Stock, \$.25 Par Value	112,400	\$ 31.9975	D	Â
Employee Stock Option (Right to Buy)	Â <u>(6)</u>	02/15/2022	Common Stock, \$.25 Par Value	115,896	\$ 34.3525	D	Â
Employee Stock Option (Right to Buy)	Â <u>(7)</u>	02/20/2023	Common Stock, \$.25 Par Value	101,594	\$ 37.61	D	Â
Employee Stock Option (Right to Buy)	Â <u>(8)</u>	02/19/2024	Common Stock, \$.25 Par Value	156,290	\$ 37.205	D	Â
Employee Stock Option (Right to Buy)	Â <u>(9)</u>	02/18/2025	Common Stock, \$.25 Par Value	57,298	\$ 41.885	D	Â
Employee Stock Option (Right to Buy)	Â <u>(10)</u>	02/17/2026	Common Stock, \$.25 Par Value	38,751	\$ 43.515	D	Â

## Reporting Owners

Reporting Owner Name / Address

Relationships

Reporting Owners

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Director    10% Owner    Officer    Other

MURPHY JOHN THE COCA-COLA COMPANY ONE COCA-COLA PLAZA ATLANTA, GA 30313	Â	Â	Â	Group President
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## Signatures

/s/ Jennifer D. Manning, attorney-in-fact for John  
Murphy

08/09/2016

Signature of Reporting Person

Date

## Explanation of Responses:

- \* If the form is filed by more than one reporting person, *see* Instruction 5(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) Exhibit Index - Exhibit No. 24 - Power of Attorney
- (2) 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 each of the first, second, third and fourth anniversaries of the grant date.
- (3) Option (with tax withholding right) granted on February 19, 2009 under The Coca-Cola Company 2002 Stock Option Plan. One-fourth of grant became exercisable on the first, second, third and fourth anniversaries of the grant date.
- (4) Option (with tax withholding right) granted on February 18, 2010 under The Coca-Cola Company 2008 Stock Option Plan. One-fourth of grant became exercisable on each of the first, second, third and fourth anniversaries of the grant date.
- (5) Option (with tax withholding right) granted on February 17, 2011 under The Coca-Cola Company 2008 Stock Option Plan. One-fourth of grant became exercisable on each of the first, second, third and fourth anniversaries of the grant date.
- (6) Option (with tax withholding right) granted on February 16, 2012 under The Coca-Cola Company 2008 Stock Option Plan. One-fourth of grant became exercisable on each of the first, second, third and fourth anniversaries of the grant date.
- (7) Option (with tax withholding right) granted on February 21, 2013 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.
- (8) Option (with tax withholding right) granted on February 20, 2014 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.
- (9) Option (with tax withholding right) granted on February 19, 2015 under The Coca-Cola Company 2014 Equity Plan. One-fourth of grant becomes exercisable on each of the first, second, third and fourth anniversaries of the grant date.
- (10) Option (with tax withholding right) granted on February 18, 2016 under The Coca-Cola Company 2014 Equity Plan. One-fourth of grant becomes exercisable on each of the first, second, third and fourth anniversaries of the grant date.

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.