

COCA COLA CO
Form 3
November 01, 2016

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

OMB APPROVAL

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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 *
 Simpson Barry
 (Last) (First) (Middle)

2. Date of Event Requiring Statement
 (Month/Day/Year)
 10/24/2016

3. Issuer Name and Ticker or Trading Symbol
 COCA COLA CO [KO]

4. Relationship of Reporting Person(s) to Issuer
 (Check all applicable)

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

C/O THE COCA-COLA COMPANY, ONE COCA-COLA PLAZA
 (Street)

ATLANTA, GA 30313
 (City) (State) (Zip)

Director 10% Owner
 Officer Other
 (give title below) (specify below)
 Chief Information Officer

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 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	2,378 ⁽¹⁾	D ⁽²⁾	By 401(k) Plan
Common Stock, \$.25 Par Value	209 ⁽³⁾	I	By 401(k) Plan

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

SEC 1473 (7-02)

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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 (4)	02/17/2026	Common Stock, \$.25 Par Value	33,697	\$ 43.515	D	Â
Hypothetical Shares	Â (5)	Â (5)	Common Stock, \$.25 Par Value	42	\$ (6)	I	By Supplemental 401(k) Plan (7)

Reporting Owners

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other
Simpson Barry C/O THE COCA-COLA COMPANY ONE COCA-COLA PLAZA ATLANTA, GA 30313	Â	Â	Â	Chief Information Officer

Signatures

/s/ Barry Simpson 10/31/2016

**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) Represents a one-time award of restricted stock units issued under The Coca-Cola Company 2014 Equity Plan and vests on December 31, 2017.
- (2) Exhibit Index - Exhibit No. 24 - Power of Attorney
- (3) Shares credited to my account under The Coca-Cola Company 401(k) Plan, as of October 24, 2016.
- (4) 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.
- (5) There is no data applicable with respect to the hypothetical shares.
- (6) Each hypothetical share is equal to one share of common stock of The Coca-Cola Company.
- (7) As of October 24, 2016.

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.