

DOUGLAS J ALEXANDER JR  
Form 4  
February 28, 2013

**FORM 4** UNITED STATES SECURITIES AND EXCHANGE COMMISSION  
Washington, D.C. 20549

OMB APPROVAL

OMB Number: 3235-0287  
Expires: January 31, 2015  
Estimated average burden hours per response... 0.5

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

(Print or Type Responses)

1. Name and Address of Reporting Person \*  
DOUGLAS J ALEXANDER JR

(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)  
02/26/2013

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)  
Senior 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 Ownership (Instr. 4)
			Code	V	Amount	(A) or (D)	Price
Common Stock, \$.25 Par Value	02/26/2013		M		15,000	A	\$ 26.7031
Common Stock, \$.25 Par Value	02/26/2013		M		35,000	A	\$ 27.1719
Common Stock, \$.25 Par	02/26/2013		M		59,380	A	\$ 28.9219
							198,338
							233,338
							292,718

Edgar Filing: DOUGLAS J ALEXANDER JR - Form 4

Value								
Common Stock, \$.25 Par Value	02/26/2013		M	98,906	A	\$ 21.6	391,624	D
Common Stock, \$.25 Par Value	02/26/2013		S	208,286	D	\$ 37.9462 <u>(1)</u>	183,338	D
Common Stock, \$.25 Par Value							9,241 <u>(2)</u>	I
								By 401(k) Plan

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

**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.**

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)	Amount or Number of Shares
Employee Stock Option (Right to Buy)	\$ 26.7031	02/26/2013		M	(A) 15,000	<u>(3)</u> 10/20/2014	Common Stock, \$.25 Par Value	15,000
Employee Stock Option (Right to Buy)	\$ 27.1719	02/26/2013		M	(A) 35,000	<u>(4)</u> 02/15/2015	Common Stock, \$.25 Par Value	35,000
Employee Stock Option (Right to Buy)	\$ 28.9219	02/26/2013		M	(A) 59,380	<u>(5)</u> 10/17/2015	Common Stock, \$.25 Par Value	59,380
	\$ 21.6	02/26/2013		M	(A) 98,906	<u>(6)</u> 02/18/2019		98,906

Employee Stock Option (Right to Buy)				Common Stock, \$.25 Par Value	
Hypothetical Shares	\$ 0 <sup>(7)</sup>		<u>(8)</u>	<u>(8)</u>	Common Stock, \$.25 Par Value 17,72

## Reporting Owners

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other
DOUGLAS J ALEXANDER JR THE COCA-COLA COMPANY ONE COCA-COLA PLAZA ATLANTA, GA 30313			Senior Vice President	

## Signatures

/s/ Gloria K. Bowden, attorney-in-fact for J. Alexander  
Douglas Jr.

02/28/2013

\_\_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).

- 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 \$37.85 to \$38.03. 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.
- (1) Shares credited to my account under The Coca-Cola Company 401(k) Plan, as of February 25, 2013.
  - (2) Grant was awarded on October 21, 1999. One-fourth of grant became exercisable on the first, second, third and fourth anniversaries of the grant date.
  - (3) Grant was awarded on February 16, 2000. Grant became exercisable in its entirety on the third anniversary of the grant date.
  - (4) Grant was awarded on October 18, 2000. One-fourth of grant became exercisable on the first, second, third and fourth anniversaries of the grant date.
  - (5) Option (with tax withholding right) granted on February 19, 2009 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.
  - (6) Each hypothetical share is equal to one share of common stock of The Coca-Cola Company.
  - (7) There is no data applicable with respect to the hypothetical shares.
  - (8) As of February 25, 2013.
  - (9)

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.