

COCA COLA CO  
Form DEFA14A  
March 11, 2013

**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  
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(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  
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Form or Schedule and the date of its filing.**

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- (1) Amount Previously Paid:
  - (2) Form, Schedule or Registration Statement No.:
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**Transcript of Welcome Video from Chairman and CEO, Muhtar Kent**

Hello, and welcome to our 2013 Shareowner Forum. As an investor in The Coca-Cola Company, your voice is absolutely critical to our future.

This is the third year of our forum, a convenient, accessible and informative way for you to engage with our company and make your voice heard. Here, you'll be able to view our company's proxy materials, vote through the Internet and submit also advance questions for the Annual Meeting. This forum will allow you to access a live webcast of the meeting and participate in a shareowner survey.

This year's annual meeting will be held on April 24<sup>th</sup> in our hometown of Atlanta, starting at 9:30 a.m. Our meeting comes on the heels of a strong and dynamic 2012, we met our long-term volume, revenue and profit targets for the year, as we've done every year since announcing our 2020 Vision.

Before this year's meeting, I encourage you to sign and return your proxy card, use telephone or Internet voting, or vote your shares using this Shareowner's Forum. As always, your proxy statement contains all the items on which we are asking you to vote.

Through creative enablers like this Shareowner Forum, we engage with many of you throughout the year. One thing you've told us very clearly is that ensuring robust compensation practices is a high priority. You'll see in this year's proxy statement that we have enhanced that discussion of our compensation practices with more information about how our executive pay is linked to performance. Last year, shareowners representing approximately 97% of the votes cast expressed satisfaction with our compensation practices. While we were gratified by this level of support, we continue to work hard to stay attuned to shareowner sentiment on this very important topic.

I hope you'll join our Board of Directors and senior leadership in Atlanta for the meeting. If you can't be there in person, please plan to experience the meeting online through the Shareowner's Forum.

As always, thank you for your investment and your confidence in our business.