

HAYS ED  
Form 4  
November 07, 2018

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

OMB APPROVAL

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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 \*  
HAYS ED

(Last) (First) (Middle)

C/O 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)  
11/05/2018

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)  
Senior Vice President

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)			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 Ownership (Instr. 4)		
				Code	V	Amount				(A) or (D)	Price
Common Stock, \$.25 Par Value	11/05/2018		M			45,500	A	\$ 31.9975	72,735	D	Indirect Beneficial Ownership (Instr. 4)
Common Stock, \$.25 Par Value	11/05/2018		S <sup>(1)</sup>			45,500	D	\$ 48.47	27,235	D	Indirect Beneficial Ownership (Instr. 4)
Common Stock, \$.25 Par	11/06/2018		M			45,500	A	\$ 31.9975	72,735	D	Indirect Beneficial Ownership (Instr. 4)

Value

Common  
Stock,  
\$.25 Par  
Value

11/06/2018

S<sup>(1)</sup>

45,500 D

\$ 48.97 27,235

D

Common  
Stock,  
\$.25 Par  
Value

18,090 <sup>(2)</sup>

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.**

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(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)	\$ 31.9975	11/05/2018		M	45,500	<sup>(3)</sup> 02/16/2021	Common Stock, \$.25 Par Value	45,500
Employee Stock Option (Right to Buy)	\$ 31.9975	11/06/2018		M	45,500	<sup>(3)</sup> 02/16/2021	Common Stock, \$.25 Par Value	45,500
Hypothetical Shares	\$ 0 <sup>(4)</sup>					<sup>(5)</sup> <sup>(5)</sup>	Common Stock, \$.25 Par Value	9,020

## Reporting Owners

Reporting Owner Name / Address

Relationships

Director      10% Owner      Officer      Other

HAYS ED  
C/O THE COCA-COLA COMPANY  
ONE COCA-COLA PLAZA  
ATLANTA, GA 30313

Senior  
Vice  
President

## Signatures

/s/ Ed Hays

11/06/2018

\*\*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).
- (1) The sales reported in this Form 4 were effected pursuant to a Rule 10b5-1 trading plan established by the reporting person on August 3, 2018.
  - (2) Shares credited to my account under The Coca-Cola Company 401(k) Plan, as of November 5, 2018.
  - (3) 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.
  - (4) Each hypothetical share is equal to one share of common stock of The Coca-Cola Company.
  - (5) There is no data applicable with respect to the hypothetical shares.
  - (6) As of November 5, 2018.

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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