

COCA COLA CO
Form DEFA14A
March 10, 2011

**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

The Coca-Cola Company
(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 and state how it was determined):
 - (4) Proposed maximum aggregate value of transaction:
 - (5) Total fee paid:
- Fee paid previously with preliminary materials.

Edgar Filing: COCA COLA CO - Form DEFA14A

- o 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 previously. Identify the previous filing by registration statement number, or the Form or Schedule and the date of its filing.

(1) Amount Previously Paid:

(2) Form, Schedule or Registration Statement No.:

(3) Filing Party:

(4) Date Filed:

. NNNNNNNNNNNN + C 1234567890 IMPORTANT ANNUAL MEETING INFORMATION 000004
NNNNNN ENDORSEMENT_LINE _____ SACKPACK _____ MR A SAMPLE
DESIGNATION (IF ANY) ADD 1 ADD 2 ADD 3 ADD 4 NNNNNNNNNN ADD 5 ADD 6 Shareowner
Meeting Notice and Admission Ticket 1234 5678 9012 345 Important Notice Regarding the Availability
of Proxy Materials for the Annual Meeting of Shareowners of The Coca-Cola Company to be held on
April 27, 2011 You are receiving this notice that the proxy materials for The Coca-Cola Company 2011
Annual Meeting of Shareowners are available on the Internet. Follow the instructions below to view the
materials and vote online or request a paper or e-mail copy. The items to be voted on and location of the
annual meeting are on the reverse side of this notice. Your vote is important. This communication
presents only an overview of the more complete proxy materials that are available to you on the Internet.
We encourage you to access and review all of the important information contained in the proxy materials
before voting. The Proxy Statement and Annual Report on Form 10-K are available at:
www.envisionreports.com/coca-cola When you go online to view materials, you can also vote your
shares. Please have this notice available 3 Easy Online Access A Convenient Way to View Proxy
Materials and Vote when you access the website to vote. Step 1: Go to
www.envisionreports.com/coca-cola and view the proxy materials. Step 2: Click the Cast your Vote or
Request Printed Materials section. Step 3: Follow the instructions on the screen to log in. Step 4: Make
your selection as instructed on each screen to select delivery preferences and vote. When you go online,
you can also help the environment by consenting to receive electronic delivery of future materials. How
to Obtain a Copy of the Proxy Materials If you want to receive a paper or e-mail copy of these
documents, you must request one. There is no charge to you for requesting a copy. Please make your
request for a copy as instructed on the reverse side on or before April 21, 2011 to facilitate timely
delivery. C O C A + 002CS40124 01A47F

Shareowner Meeting Notice & Admission Ticket The Annual Meeting of Shareowners of The Coca-Cola Company will be held at the Cobb Galleria Centre, Two Galleria Parkway, Atlanta, Georgia 30339, on Wednesday, April 27, 2011, at 1:00 p.m., local time. Proposals to be voted on at the meeting are listed below along with the Board of Directors' recommendations. The Board of Directors recommends that you vote FOR the following proposals and every 1 Year for Proposal 6: 1. To elect 15 directors identified in the Company's 2011 proxy statement to serve until the 2012 Annual Meeting of Shareowners; 2. To ratify the appointment of Ernst & Young LLP as independent auditors of the Company to serve for the 2011 fiscal year; 3. To approve the performance measures available under the Performance Incentive Plan of The Coca-Cola Company to preserve the tax deductibility of the awards; 4. To approve the performance measures available under The Coca-Cola Company 1989 Restricted Stock Award Plan to preserve the tax deductibility of the awards; 5. To hold an advisory vote on executive compensation (the say on pay vote); and 6. To hold an advisory vote on the frequency of holding the say on pay vote in the future. The Board of Directors recommends that you vote AGAINST the following proposal: 7. Shareowner proposal regarding a report on Bisphenol-A. Note: To transact such other business as may properly come before the meeting and at any adjournments or postponements of the meeting. THIS IS NOT A PROXY CARD. To vote your shares on a proxy card, you must request that a paper copy of the proxy materials be mailed to you by following the instructions at the bottom of this page. If you wish to attend and vote at the meeting, please bring this notice and photo identification with you. Here's how to order a copy of the proxy materials and select a future delivery preference: Paper copies: Current and future paper delivery requests can be submitted via the telephone, Internet or e-mail options below. E-mail copies: Current and future e-mail delivery requests must be submitted via the Internet following the instructions below. If you request an e-mail copy of current materials you will receive an e-mail with a link to the materials. PLEASE NOTE: You must use the number in the shaded bar on the reverse side when requesting a set of proxy materials. 3 Internet Go to www.envisionreports.com/coca-cola. Click Cast Your Vote or Request Materials. Follow the instructions to log in and order a paper or e-mail copy of the current meeting materials and submit your preference for e-mail or paper delivery of future meeting materials. 3 Telephone Call us free of charge at 1-866-641-4276 within the USA, Canada and Puerto Rico using a touch-tone phone and follow the instructions to order a paper copy of the materials by mail for the current meeting. You can also submit a preference to receive a paper copy for future meetings. 3 E-mail Send an e-mail to investorvote@computershare.com with Proxy Materials The Coca-Cola Company in the subject line. Include in the message your full name and address, plus the number located in the shaded bar on the reverse, and state in the e-mail that you want a paper copy of current meeting materials. You can also state your preference to receive a paper copy for future meetings. To facilitate timely delivery, all requests for a paper copy of the proxy materials must be received by April 21, 2011. 01A47F