THE COCA-COLA COMPANY’S 2015 Q4 AND FULL-YEAR

Earnings Overview

In 2014, we announced a five-point plan to reinvigorate our growth and increase our profitability. In 2015, a transition year, we delivered on this plan.

Muhtar Kent, Chairman and CEO

Improving Top-Line and Bottom-Line Results in 2015

+4% full-year organic revenue¹

+6% comparable currency-neutral income before taxes²

Achieving Balanced Unit Case Volume Growth

+1% Packaged Water

+3% Carbonated Soft Drinks

+6% Non-Carbonated

+1% sparkling growth

+8% RTD Tea

+4% RTD Coffee

+3% stills growth

Full-Year Volume Growth: +2%

Accelerating Refranchising

The Coca-Cola Company will return to its focus as a higher margin, higher return and less capital intensive operation.

In 2015, we significantly advanced our refranchising initiatives.

We are now committed to refranchising 100% of our company-owned North American bottling territories by the end of today we are announcing that we have a non-binding letter of intent to refranchise bottling operations in China.

In addition, today we are announcing that we have a non-binding letter of intent to refranchise bottling operations in China.

Looking forward to 2016, we remain committed to achieving underlying performance in line with our long-term growth model and delivering long-term, sustainable value to our system and shareowners.

Muhtar Kent, Chairman and CEO

¹ Roll-over branded non-currency described (NC) " Structurally adjusted. Full-year reported income before taxes grew 3%.

² Roll-over branded non-currency described (NC) " Structurally adjusted.

This infographic includes certain “non-GAAP financial measures” as defined under U.S. federal securities laws. Refer to and full-year 2015 earnings release issued on February 9, 2016, available in the Investors section of the company’s website at www.coca-colacompany.com, for full financial results and a reconciliation of non-GAAP financial measures.

This infographic also contains statements, estimates or projections that constitute “forward-looking statements” as defined under U.S. federal securities laws. Forward-looking statements are subject to certain risks and uncertainties that could cause actual results to differ materially from those projected in such statements. The Coca-Cola Company is not responsible for any third-party statements or conclusions. This information is made available March 9, 2016. You should not place undue reliance on forward looking statements, which may be more or less favorable than the actual results.