

Sample Beneficial Meeting Notice

*** Exercise Your *Right to Vote* ***
Important Notice Regarding the Availability of Proxy Materials for the Shareholder Meeting to Be Held on April 22, 2020.

THE COCA-COLA COMPANY

Meeting Information
Meeting Type: Annual Meeting
For holders as of: February 24, 2020
Date: April 22, 2020 Time: 8:30 a.m. Local Time

Before You Vote
How to Access the Proxy Materials



Proxy Materials Available to VIEW or PRINT
NOTICE OF MEETING AND PROXY STATEMENT
How to View Online:
Have the information that is printed in the box marked by the arrow → [XXXXXXXX XXXX XXXX] (located on the following page) and visit: www.proxyvote.com, or scan the QR Barcode below.

How to Request and Receive a PAPER or E-MAIL Copy:
If you want to receive a paper or e-mail copy of these documents, you must request one. There is NO charge for requesting a copy. Please choose one of the following methods to make your request:

- 1) BY INTERNET: www.proxyvote.com
- 2) BY TELEPHONE: 1-800-579-1639
- 3) BY E-MAIL: sendmaterial@proxyvote.com

* If requesting materials by e-mail, please send a blank e-mail with the information that is printed in the box marked by the arrow → [XXXXXXXX XXXX XXXX XXXX] (located on the following page) in the subject line. Requests, instructions and other inquiries sent to this e-mail address will NOT be forwarded to your investment advisor. Please make the request as instructed above on or before April 8, 2020 to facilitate timely delivery.

How To Vote
Please Choose One of the Following Voting Methods

 **SCAN TO**
VIEW MATERIALS & VOTE 

Vote In Person: If you choose to vote these shares in person at the meeting, you must request a "legal proxy." To do so, please follow the instructions at www.proxyvote.com or request a paper copy of the materials, which will contain the appropriate instructions. Many shareholder meetings have attendance requirements including, but not limited to, the possession of an attendance ticket issued by the entity holding the meeting. Please check the meeting materials for any special requirements for meeting attendance.

Vote By Internet: Go to www.proxyvote.com or from a smartphone, scan the QR Barcode above. Have the information that is printed in the box marked by the arrow → [XXXXXXXX XXXX XXXX XXXX] (located on the following page) available and follow the instructions.

Vote By Mail: You can vote by mail by requesting a paper copy of the materials, which will include a voting instruction form.

Shareholder Meeting Registration: To attend the meeting you must register in advance. Go to the "Register for Meeting" link at www.proxyvote.com to register and print your admission ticket.

PHONE NUMBER TO CALL TO REQUEST A FULL PACKAGE

CONTROL NUMBER

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Voting Items

The Board of Directors recommends you vote FOR the following proposals:

1. Election of Directors:
Nominees:
 - 1a. Herbert A. Allen
 - 1b. Marc Bolland
 - 1c. Ana Both
 - 1d. Christopher C. Davis
 - 1e. Barry Diller
 - 1f. Helene D. Gayle
 - 1g. Alexis M. Herman
 - 1h. Robert A. Kotick
 - 1i. Maria Elena Lagomasino
 - 1j. James Quincey
 - 1k. Caroline J. Tsay
 - 1l. David B. Weinberg
2. Advisory vote to approve executive compensation
3. Ratification of the appointment of Ernst & Young LLP as Independent Auditors

The Board of Directors recommends you vote **AGAINST** the following proposal:

4. Shareowner proposal on sugar and public health

NOTE: Such other business as may properly come before the meeting or any adjournment thereof.

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