

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

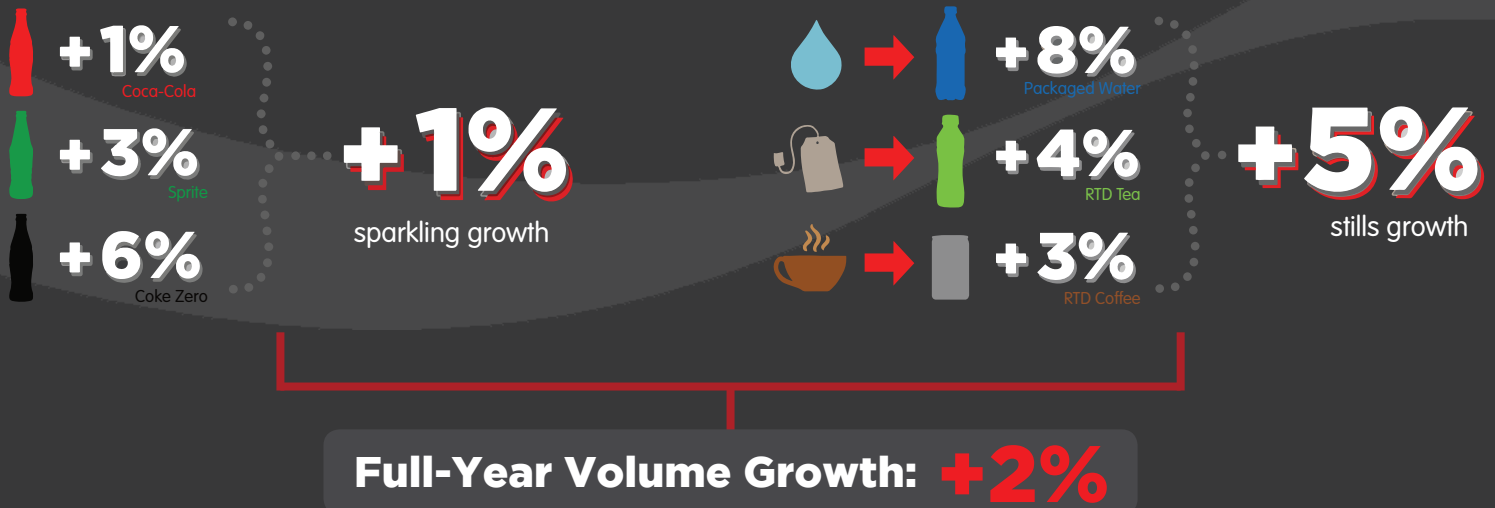
IMPROVING TOP-LINE AND BOTTOM-LINE RESULTS IN 2015

+4% full-year organic revenue¹

+6% comparable currency-neutral income before taxes²

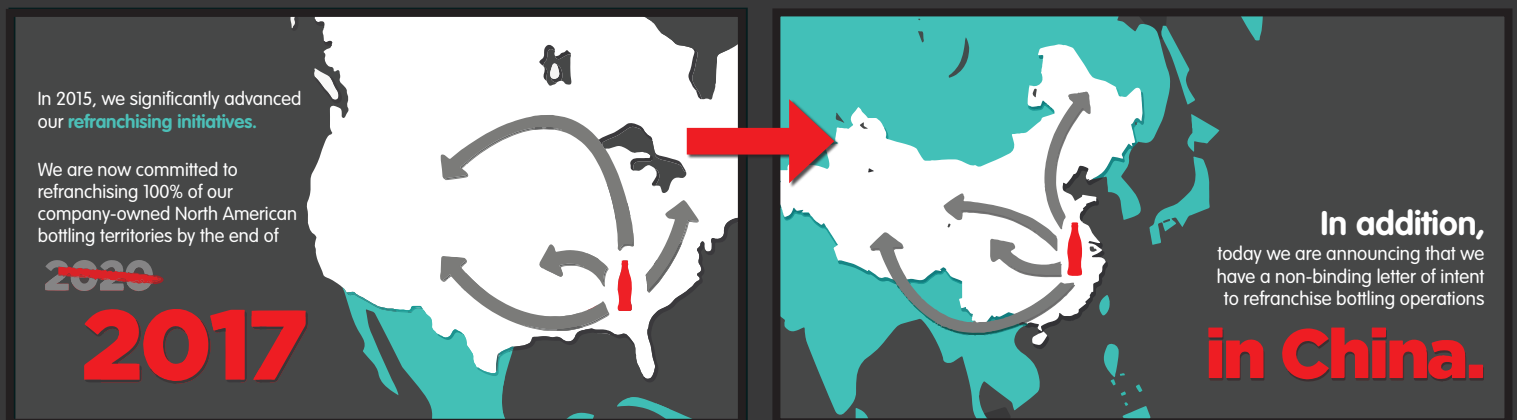


ACHIEVING BALANCED UNIT CASE VOLUME GROWTH



ACCELERATING REFRANCHISING

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



“ 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

¹Full-year reported net revenue declined 4% ²Structurally adjusted. Full-year reported income before taxes grew 3% ³Full-year reported net revenue grew 2%

This infographic includes certain "non-GAAP financial measures" as defined under U.S. federal securities laws. Refer to our fourth quarter 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 The Coca-Cola Company's historical experience and our present expectations or projections. These risks are discussed in our company's filings with the Securities and Exchange Commission (SEC), including our Current Report on Form 8-K furnished on February 9, 2016; our Annual Report on Form 10-K for the year ended December 31, 2014; and our subsequently filed Quarterly Reports on Form 10-Q, which filings are available from the SEC. You should not place undue reliance on forward-looking statements, which speak only as of the date they are made. The Coca-Cola Company undertakes no obligation to publicly update or revise any forward-looking statements.