

COCA COLA CO  
Form FWP  
February 27, 2017

**Registration Statement No. 333-214273  
Filed Pursuant to Rule 433  
Supplementing the Preliminary  
Prospectus Supplement  
Dated February 27, 2017  
(To Prospectus dated October 27, 2016)**

**Pricing Term Sheet**

**Floating Rate Notes due 2019**

*The information in this pricing term sheet relates only to the offering of Notes (the Notes Offering ) and should be read together with (i) the preliminary prospectus supplement dated February 27, 2017 relating to the Notes Offering, including the documents incorporated by reference therein, and (ii) the related base prospectus dated October 27, 2016, each filed pursuant to Rule 424(b) under the Securities Act of 1933, as amended, Registration Statement No. 333-214273.*

<b>Issuer:</b>	The Coca-Cola Company
<b>Security:</b>	Floating Rate Notes due 2019
<b>Offering Format:</b>	SEC Registered
<b>Principal Amount:</b>	1,500,000,000
<b>Maturity Date:</b>	March 8, 2019
<b>Initial Interest Rate:</b>	To be determined two TARGET days prior to March 9, 2017 based on Three-month EURIBOR plus Floating Rate Spread
<b>Price to Public:</b>	100.30% of principal amount
<b>Floating Rate Spread:</b>	+25 bps
<b>Minimum Coupon Rate:</b>	0.00% per annum
<b>Reference Rate:</b>	Three-month EURIBOR
<b>Interest Payment and Reset Dates:</b>	Quarterly on March 8, June 8, September 8, and December 8, commencing on June 8, 2017
<b>Make-Whole Call:</b>	None
<b>Use of Proceeds:</b>	The Coca-Cola Company expects to use the net proceeds from the offering for general corporate purposes, which may include working capital, capital expenditures, acquisitions of or investments in businesses or assets, redemption and repayment of short-term or long-term borrowings (including the 2,000,000,000 Floating Rate Notes due 2017 maturing on March 9, 2017) and

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purchases of its common stock. Pending application of the net proceeds, The Coca-Cola Company may temporarily invest the net proceeds in short-term marketable securities.

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**Interest Determination Date:** Second London Business Day preceding each Reset  
**Day Count Convention:** Actual/360  
**Business Day Convention:** Modified Following, Adjusted  
**Trade Date:** February 27, 2017  
**Settlement Date:** March 9, 2017 (T+8)  
**ISIN/Common Code/CUSIP:** XS1574667124 / 157466712 / 191216 CB4  
**Denominations:** 100,000 and integral multiples of 1,000 in excess thereof  
**Expected Ratings\*:** Aa3 by Moody's Investors Service, Inc.  
AA- by Standard & Poor's Ratings Services  
A+ by Fitch Ratings

**Underwriters:**  
**Bookrunners:**  
Citigroup Global Markets Limited  
Deutsche Bank AG, London Branch  
Morgan Stanley & Co. International PLC

Barclays Bank PLC

HSBC Bank plc  
**Co-Managers:**  
Mischler Financial Group, Inc.  
The Williams Capital Group, L.P.  
Stabilization/FCA

**Stabilization:**

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\*Note: A securities rating is not a recommendation to buy, sell or hold securities and may be subject to revision or withdrawal at any time.

The issuer has filed a registration statement (including a prospectus) with the U.S. Securities and Exchange Commission (SEC) for the offering to which this communication relates. Before you invest, you should read the prospectus in that registration statement and other documents the issuer has filed with the SEC for more complete information about the issuer and this offering.

You may get these documents for free by visiting EDGAR on the SEC Web site at [www.sec.gov](http://www.sec.gov). Alternatively, the issuer, any underwriter or any dealer participating in the offering will arrange to send you the prospectus if you request it by calling Citigroup Global Markets Limited at +1-800-831-9146, Deutsche Bank AG, London Branch toll-free at +1-800-503-4611, Morgan Stanley & Co. International PLC at +1-866-718-1649, Barclays Bank PLC at +44 (0) 20 7516 7548 or HSBC Bank plc at +1-866-811-8049.

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