

COCA COLA CO
 Form DEFA14A
 March 08, 2012

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

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| Check the appropriate box: | |
| <input type="checkbox"/> | Preliminary Proxy Statement |
| <input type="checkbox"/> | CONFIDENTIAL, FOR USE OF THE COMMISSION ONLY (AS PERMITTED BY RULE 14a-6(e)(2)) |
| <input type="checkbox"/> | Definitive Proxy Statement |
| <input type="checkbox"/> | Definitive Additional Materials |
| <input type="checkbox"/> | Soliciting Material Pursuant to §.240.14a-12 |

(Name of Registrant as Specified In Its Charter)

(Name of Person(s) Filing Proxy Statement, if other than the Registrant)

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| Payment of Filing Fee (Check the appropriate box): | |
| <input type="checkbox"/> | No fee required. |
| <input type="checkbox"/> | 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: |
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Transcript of Welcome Video from Chairman and CEO, Muhtar Kent

Hello, and welcome to our 2012 shareowners' forum. As an investor in The Coca-Cola Company, your voice is absolutely critical to our future.

This forum is designed to give you a convenient, accessible and informative channel to engage with our company and make your voice heard. Here, you'll be able to view our company's proxy materials and vote through the Internet. This forum will also allow you to:

- submit questions for our annual meeting in advance;

- access a live webcast of the meeting, and also

- participate in a shareowner survey.

This year's annual meeting will be held on Wednesday, April 25th in our hometown of Atlanta, starting at 9:30 a.m. It comes on the heels of a strong 2011, a year we gained worldwide volume and value share. A year we returned to you – our loyal shareowners – \$4.3 billion dollars in dividends and also \$4.3 billion dollars in share repurchases.

Before this year's meeting, I'd like to encourage you to sign and return your proxy card, use telephone or Internet voting, or use this shareowners' forum to vote your shares. As always, your proxy statement contains all of the items on which we are asking you to cast a vote.

One of the most important items on the agenda will be the election of Directors. We believe we have one of the most knowledgeable and engaged boards in the business world today. Our Directors' strategic counsel will be even more essential to our business as we move into an era of greater complexity and even greater opportunity.

I certainly hope you will join me, our Board of Directors and our senior leadership in Atlanta for the meeting. But if you cannot be there in person, please plan to experience the meeting online through the shareowners' forum.

As always, thank you for your investment and thank you for your confidence in our business.