

GMI EXECUTIVE PAY SCORECARDSM

Data & analysis provided by GMI-The Independent Leader in Corporate Governance and ESG&A

12 Mar 2012





Coca-Cola Company (The)

KO NYSE

Beverages - Non-Alcoholic

Market Capitalization USD: **\$155,124.26 mm**

CONCERN LEVEL: AVERAGE

- 1 The CEO's total remuneration is within the typical market range for the relevant industry and market cap. 
- 2 The ratio between the CEO's pay and the median pay of the other named executive officers is 3X or less.
- 3 The CEO's annual cash incentives rose or fell in line with annual performance.
- 4 The CEO received no more than one annual cash bonus this fiscal year.
- 5 The CEO's equity remuneration reflected the company's share price movement over the last five years.
- 6 The company only pays long-term incentives to the CEO for above median performance against a peer group. 
- 7 The company's dilution from equity incentives is 10 percent or less.
- 8 Unvested equity lapses when the CEO's employment is terminated. 
- 9 The CEO's potential cash severance payment is capped at two times annual cash remuneration.
- 10 The accrued benefits of the CEO's post-retirement income are within the typical market range for the relevant market cap bracket. 

CEO: Muhtar Kent

Age: 59

CEO Since: 2008

	2009	2010	2011
Base Salary	\$1,200,000	\$1,200,000	\$1,350,000
Discretionary Bonus	\$0	\$0	\$0
Annual Cash Incentive	\$5,500,000	\$6,500,000	\$6,000,000
Benefits and Perquisites	\$659,274	\$737,848	\$756,790
TOTAL ANNUAL COMPENSATION	\$7,359,274	\$8,437,848	\$8,106,790
Increase in Post-Retirement Benefits	\$4,019,949	\$5,537,068	\$7,953,762
Stock Option Awards	\$7,433,790	\$5,687,523	\$7,454,880
Stock Awards	\$0	\$5,119,578	\$5,600,141
TOTAL COMPENSATION	\$18,813,013	\$24,782,017	\$29,115,573
Median of Other Named Executive Officers Total Compensation	\$5,642,572	\$7,568,288	\$7,830,423
Value Realized on Exercise of Stock Option	\$0	\$0	\$0
Value Realized on Vesting of Stock	\$0	\$3,442,950	\$6,360,019
TOTAL REALIZED EQUITY COMPENSATION	\$0	\$3,442,950	\$6,360,019

Proxy Date: 8 Mar 2012

Annual Meeting Date: 25 Apr 2012

Equity Reserves: 12.99%

Stock Option Run Rate: 1.15%

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Coca-Cola Company (The)

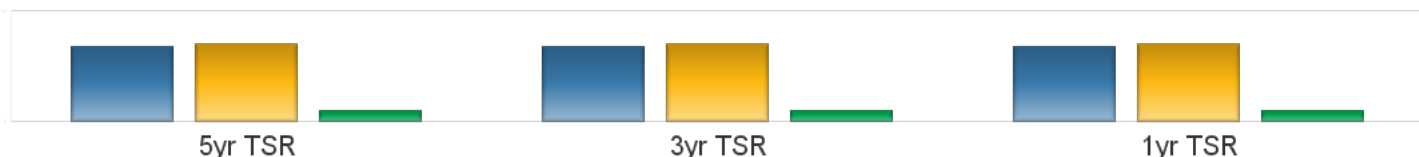
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Performance Comparison

■ vs S&P500 ■ vs Industry ■ KO



Peer Comparisons (TRBC) = Non-Cyclical Consumer Goods / Services

Total Summary CEO Compensation

Ticker	Company Name	2009	2010	2011	Market Cap
KO	Coca-Cola Company (The)	\$18,813,013	\$24,782,017	\$29,115,573	\$155,124,255,894
KFT	Kraft Foods Inc.	\$26,345,201	\$19,287,983		\$59,305,865,101
PEP	PepsiCo, Inc.	\$15,768,350	\$16,175,381		\$97,963,270,422
MO	Altria Group, Inc.	\$12,444,162	\$24,046,719		\$55,529,791,583
PG	Procter & Gamble Company (The)	\$23,605,453	\$13,115,228		\$173,619,002,084
PM	Philip Morris International Inc.	\$29,364,371	\$21,656,906		\$109,570,541,737

To insure consistency, peer comparisons are based on a combination of TRBC Industry and Sector classifications and company market caps. Missing peer pay figures for 2011 are due to differences in company filing schedules.

Pay Peer Group

Abbott Laboratories, Kraft Foods Inc., Anheuser-Busch InBev SA/NV, McDonald's Corporation, Colgate-Palmolive Company, Nestlé S.A., Diageo plc, NIKE, Inc., General Mills, Inc., PepsiCo, Inc., Danone, Philip Morris International Inc., Heineken Holding N.V., SABMiller plc, H.J. Heinz Company, Sara Lee Corporation, Johnson & Johnson, The Procter & Gamble Company, Kellogg Company, Unilever PLC, Kimberly-Clark Corporation, YUM! Brands, Inc.

Performance Peer Group

NA

COMPENSATION COMMITTEE MEMBERS

Director	Membership	Age	Gender	Tenure	Independence
Maria Elena Laqomasino	Chairman	62	Female	4	Outside
Alexis M. Herman	Member	64	Female	5	Outside
James D. Robinson	Member	76	Male	37	Outside Related
Ronald W. Allen	Member	70	Male	21	Outside Related

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