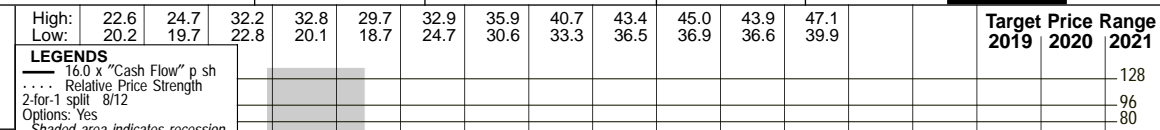


COCA-COLA NYSE-KO

RECENT PRICE **41.04** P/E RATIO **21.6** (Trailing: 21.4 Median: 19.0) RELATIVE P/E RATIO **1.09** DIV'D YLD **3.6%**

VALUE LINE

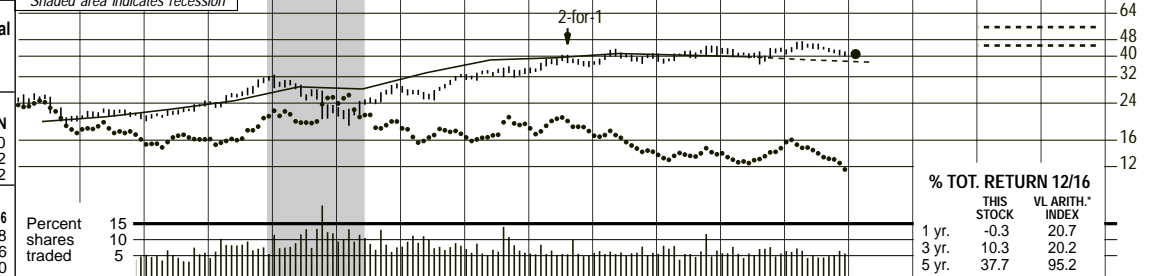
TIMELINESS 2 Raised 10/14/16
SAFETY 1 New 7/27/90
TECHNICAL 4 Lowered 12/30/16
BETA .75 (1.00 = Market)



2019-21 PROJECTIONS
 Price Gain Ann'l Total
 High 55 (+35%) 11%
 Low 45 (+10%) 6%

Insider Decisions
 M A M J J A S O N
 to Buy 0 0 0 0 0 0 0 0 0 0
 Options 9 4 1 1 0 1 0 0 2
 to Sell 8 4 1 1 0 0 0 0 2

Institutional Decisions
 1Q2016 2Q2016 3Q2016
 to Buy 688 729 698
 to Sell 791 783 796
 Hld's(000)285658327851272714570



2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	© VALUE LINE PUB. LLC	19-21
4.12	3.53	3.96	4.31	4.56	4.88	5.20	6.22	6.91	6.73	7.66	10.29	10.74	10.64	10.54	10.24	9.75	7.90	Sales per sh	8.90
.89	.96	.99	1.16	1.23	1.29	1.40	1.54	1.79	1.75	2.09	2.41	2.46	2.58	2.53	2.49	2.40	2.35	"Cash Flow" per sh	3.00
.74	.80	.83	.98	1.03	1.09	1.19	1.29	1.51	1.47	1.75	1.92	1.97	2.08	2.04	2.00	1.90	1.95	Earnings per sh A	2.55
.34	.36	.40	.44	.50	.56	.62	.68	.76	.82	.88	.94	1.02	1.12	1.22	1.32	1.40	1.48	Div'ds Decl'd per sh B	1.85
.15	.15	.17	.17	.16	.19	.30	.36	.43	.43	.48	.65	.62	.58	.55	.59	.65	.50	Cap'l Spending per sh	.50
1.87	2.29	2.39	2.89	3.31	3.45	3.65	4.69	4.43	5.38	6.76	6.99	7.34	7.54	6.94	5.91	5.85	5.55	Book Value per sh C	5.00
4969.5	4972.5	4942.0	4883.1	4818.7	4738.0	4636.0	4636.0	4624.0	4606.0	4584.0	4526.0	4469.0	4402.0	4366.0	4324.0	4275.0	4200.0	Common Shs Outst'g D	4000.0
37.5	30.5	30.2	22.6	22.6	19.7	18.5	21.0	17.8	16.6	16.2	17.4	18.8	19.1	20.0	20.6	23.0		Avg Ann'l P/E Ratio	19.0
2.44	1.56	1.65	1.29	1.19	1.05	1.00	1.11	1.07	1.11	1.03	1.09	1.20	1.07	1.05	1.04	1.20		Relative P/E Ratio	1.20
1.2%	1.5%	1.6%	2.0%	2.2%	2.6%	2.8%	2.5%	2.8%	3.4%	3.1%	2.8%	2.8%	2.8%	3.0%	3.2%	3.2%		Avg Ann'l Div'd Yield	3.7%

CAPITAL STRUCTURE as of 9/30/16
 Total Debt \$47.224 bill. Due in 5 Yrs. \$28.7 bill.
 LT Debt \$31.663 bill. Total Int. \$590.0 mill.
 (Total interest coverage: 18.4x)

Pension Assets-12/15 \$7.7 bill. **Oblig.** \$9.2 bill.

Pfd Stock None

Common Stock 4,313,000,000 shs.

MARKET CAP: \$177 billion (Large Cap)

24088	28857	31944	30990	35123	46554	48017	46854	45998	44294	41700	33250	Sales (\$mill)	35500
31.3%	30.0%	30.3%	30.5%	31.4%	27.9%	26.6%	28.3%	28.1%	27.9%	28.5%	34.0%	Operating Margin	37.5%
938.0	1163.0	1228.0	1236.0	1443.0	1954.0	1982.0	1977.0	1976.0	1970.0	1950	1550	Depreciation (\$mill)	1550
5568.0	5981.0	7050.0	6824.0	8144.0	8932.0	9019.0	9374.0	9091.0	8797.0	8375	8315	Net Profit (\$mill)	10385
22.4%	24.0%	22.2%	22.8%	22.7%	23.9%	23.1%	23.0%	22.5%	22.5%	22.5%	22.5%	Income Tax Rate	23.0%
23.1%	20.7%	22.1%	22.0%	23.2%	19.2%	18.8%	20.0%	19.8%	19.9%	20.1%	25.0%	Net Profit Margin	29.3%
d1449.0	d1120	d812.0	3830.0	3071.0	1214.0	2507.0	3493.0	612.0	6465.0	4750	5000	Working Cap'l (\$mill)	2000
1314.0	3277.0	2781.0	5059.0	14041	13656	14736	19154	19063	28407	28500	28500	Long-Term Debt (\$mill)	28500
16920	21744	20472	24799	31003	31635	32790	33173	30320	25554	24985	23255	Shr. Equity (\$mill)	20000
30.7%	24.2%	30.6%	23.4%	18.5%	20.2%	19.4%	18.3%	18.7%	16.5%	16.0%	16.5%	Return on Total Cap'l	22.0%
32.9%	27.5%	34.4%	27.5%	26.3%	28.2%	27.5%	28.3%	30.0%	34.4%	33.5%	36.0%	Return on Shr. Equity	52.0%
15.7%	13.0%	17.2%	12.2%	13.1%	14.6%	13.5%	13.3%	12.3%	12.0%	9.0%	8.5%	Retained to Com Eq	14.0%
52%	53%	50%	56%	50%	48%	51%	53%	59%	65%	73%	76%	All Div'ds to Net Prof	73%

CURRENT POSITION (\$MILL.)	2014	2015	9/30/16
Cash Assets	18010	19900	25569
Receivables	4466	3941	4082
Inventory (Avg Cst)	3100	2902	2751
Other	7410	6652	5554
Current Assets	32986	33395	37956
Accts Payable	2089	2795	2750
Debt Due	22682	15806	15561
Other	7603	8329	9481
Current Liab.	32374	26930	27792

ANNUAL RATES of change (per sh)	Past 10 Yrs.	Past 5 Yrs.	Est'd '13-'15 to '19-'21
Sales	8.5%	8.0%	-2.5%
"Cash Flow"	7.5%	6.0%	3.0%
Earnings	7.0%	5.5%	4.0%
Dividends	9.5%	8.5%	7.0%
Book Value	8.0%	4.0%	-5.0%

Cal-endar	QUARTERLY SALES (\$ mill.)				Full Year
	Mar.Per	Jun.Per	Sep.Per	Dec.Per	
2013	11035	12749	12030	11040	46854
2014	10576	12574	11976	10872	45998
2015	10711	12156	11427	10000	44294
2016	10282	11539	10633	9246	41700
2017	8000	9250	8500	7500	33250

Cal-endar	EARNINGS PER SHARE A				Full Year
	Mar.Per	Jun.Per	Sep.Per	Dec.Per	
2013	.46	.63	.53	.46	2.08
2014	.44	.64	.53	.43	2.04
2015	.48	.63	.51	.38	2.00
2016	.45	.60	.49	.36	1.90
2017	.45	.60	.51	.39	1.95

Cal-endar	QUARTERLY DIVIDENDS PAID B				Full Year
	Mar.31	Jun.30	Sep.30	Dec.31	
2013	--	.28	.28	.56	1.12
2014	--	.305	.305	.61	1.22
2015	--	.33	.33	.66	1.32
2016	--	.35	.35	.70	1.40
2017	--	.35	.35	.70	1.40

BUSINESS: The Coca-Cola Company is the world's largest beverage company. Markets over 500 nonalcoholic beverage brands through a network of company-owned and independent bottlers/distributors, wholesalers, and retailers. Leading company/licensed brands include Coca-Cola, Diet Coke, Sprite, Fanta, Fresca, Dasani, glaceau vitaminwater, Powerade, and Minute Maid.

The Coca-Cola Company likely posted its third-consecutive year of lower sales and earnings. While the final numbers for 2016 won't be available until February, we expect currency headwinds and structural items, such as refranchising initiatives, once again weighed on fourth-quarter share net, which likely declined 5%, to \$0.36. Absent these factors, the beverage giant's operating performance has been something of a mixed bag, with sluggishness in emerging markets, particularly in Latin America, offsetting generally encouraging results elsewhere, such as the United States and Japan. For the full year, organic revenues probably climbed about 3%, while pretax profits likely pushed ahead 6%-8%.

The company is facing another transition year in 2017. In North America, for instance, Coke aims to refranchise all of its bottling operations by the end of the year. These transactions, along with similar moves in other markets, will initially weigh on the top and bottom lines, but should allow the company to emerge as a higher-margin, less capital-intensive business. Absent these near-term head-

winds, we expect currency-neutral earnings to climb at a mid-single-digit clip in the current year, with slight volume gains, efforts to improve pricing and mix, and further savings from efficiency initiatives helping to drive the growth.

The beverage giant is preparing for a changing of the guard. In May, Muhtar Kent will step down as chief executive officer, a role he has held since 2009, and be replaced by James Quincey, Coke's current chief operating officer. Mr. Quincey's familiarity with the company he joined more than 20 years ago, along with Mr. Kent's ongoing presence as chairman of the board, points toward a relatively smooth transition.

These shares are probably worth a closer look. KO stock was among the weakest performers among the 30 Dow Industrials in 2016, but this timely equity still offers a number of appealing attributes, particularly for conservative investors. In particular, it carries our Highest rank (1) for Safety, and the yield here is 150 basis points above the Value Line median.

Robert M. Greene *January 20, 2017*

(A) Based on diluted shares. Next earnings report due Feb. 9th. Excludes nonrecurring gain/(losses): '00, (30c); '01, (1c); '02, (22c); '03, (9c); '04, (3c); '05, (7c); '06, (11c); '08, (27c); '10, 79c; '11, (8c); '13, (18c); '14, (44c); '15, (50.33c); '16 Q1-Q3, (17c). (B) Div'ds historically paid about the first April, July, Oct., Dec. ■ Div'd reinvestment plan available. (C) Includes intangibles. In '15: \$24.1 bill., \$5.58/sh. (D) In millions. (E) Reflects reclassification of sales and expenses.