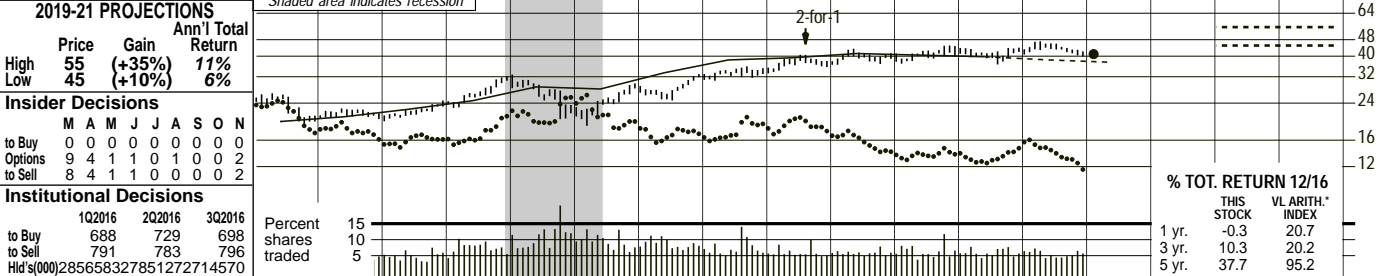


COCA-COLA NYSE-KO

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	High: 22.6	24.7	32.2	32.8	29.7	32.9	35.9	40.7	43.4	45.0	43.9	47.1						Target Price Range
SAFETY 1 New 7/27/90	Low: 20.2	19.7	22.8	20.1	18.7	24.7	30.6	33.3	36.5	36.9	36.6	39.9						2019 2020 2021
TECHNICAL 4 Lowered 12/30/16	LEGENDS — 16.0 x "Cash Flow" p sh ... Relative Price Strength 2-for-1 split 8/12 Options: Yes Shaded area indicates recession																	
BETA .75 (1.00 = Market)	2019-21 PROJECTIONS Price Gain Ann'l Total High 55 (+35%) 11% Low 45 (+10%) 6%																	



2000	2001 ^E	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	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	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%	3.2%	Avg Ann'l Div'd Yield	3.7%

CAPITAL STRUCTURE as of 9/30/16		2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021
Total Debt \$47.224 bill. Due in 5 Yrs. \$28.7 bill.	24088	28857	31944	30990	35123	46554	48017	46854	45998	44294	41700	33250	Sales (\$mill)	35500	
LT Debt \$31.663 bill. Total Int. \$590.0 mill.	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%	
(Total interest coverage: 18.4x)	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	
(55% of Cap'l)	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	
Pension Assets-12/15 \$7.7 bill. Oblig. \$9.2 bill.	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%	
Pfd Stock None	d449.0	d1120	d812.0	3830.0	3071.0	1214.0	2507.0	3493.0	612.0	6465.0	4750	5000	Working Cap'l (\$mill)	2000	
Common Stock 4,313,000,000 shs.	1314.0	3277.0	2781.0	5059.0	14041	13656	14736	19154	19063	28407	28500	28500	Long-Term Debt (\$mill)	28500	
MARKET CAP: \$177 billion (Large Cap)	16920	21744	20472	24799	31003	31635	32790	33173	30320	25554	24985	23255	Shr. Equity (\$mill)	20000	
CURRENT POSITION (SMILL.)	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%	
Cash Assets	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%	
Receivables	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%	
Inventory	52%	53%	50%	56%	50%	48%	51%	53%	59%	65%	73%	76%	All Div'ds to Net Prof	73%	
Other	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.														

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

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 headwinds, 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.

(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, (\$0.33); '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.	Company's Financial Strength A++	Stock's Price Stability 100
		Price Growth Persistence 50	Earnings Predictability 100