
**UNITED STATES
SECURITIES AND EXCHANGE COMMISSION
WASHINGTON, D.C. 20549**

FORM 8-K

CURRENT REPORT

Pursuant to Section 13 or 15(d) of the Securities Exchange Act of 1934

Date of Report (Date of earliest event reported):
October 17, 2024



(Exact name of Registrant as specified in its charter)

Delaware
(State or other jurisdiction of incorporation)

001-02217
(Commission File Number)

58-0628465
(I.R.S. Employer Identification No.)

One Coca-Cola Plaza
Atlanta, Georgia
(Address of principal executive offices)

30313
(Zip Code)

Registrant's telephone number, including area code: (404) 676-2121

Check the appropriate box below if the Form 8-K filing is intended to simultaneously satisfy the filing obligation of the Registrant under any of the following provisions:

- ☐ Written communications pursuant to Rule 425 under the Securities Act (17 CFR 230.425)
 - ☐ Soliciting material pursuant to Rule 14a-12 under the Exchange Act (17 CFR 240.14a-12)
 - ☐ Pre-commencement communications pursuant to Rule 14d-2(b) under the Exchange Act (17 CFR 240.14d-2(b))
 - ☐ Pre-commencement communications pursuant to Rule 13e-4(c) under the Exchange Act (17 CFR 240.13e-4(c))
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Securities registered pursuant to Section 12(b) of the Act:

<u>Title of each class</u>	<u>Trading Symbol(s)</u>	<u>Name of each exchange on which registered</u>
Common Stock, \$0.25 Par Value	KO	New York Stock Exchange
1.875% Notes Due 2026	KO26	New York Stock Exchange
0.750% Notes Due 2026	KO26C	New York Stock Exchange
1.125% Notes Due 2027	KO27	New York Stock Exchange
0.125% Notes Due 2029	KO29A	New York Stock Exchange
0.125% Notes Due 2029	KO29B	New York Stock Exchange
0.400% Notes Due 2030	KO30B	New York Stock Exchange
1.250% Notes Due 2031	KO31	New York Stock Exchange
3.125% Notes Due 2032	KO32	New York Stock Exchange
0.375% Notes Due 2033	KO33	New York Stock Exchange
0.500% Notes Due 2033	KO33A	New York Stock Exchange
1.625% Notes Due 2035	KO35	New York Stock Exchange
1.100% Notes Due 2036	KO36	New York Stock Exchange
0.950% Notes Due 2036	KO36A	New York Stock Exchange
3.375% Notes Due 2037	KO37	New York Stock Exchange
0.800% Notes Due 2040	KO40B	New York Stock Exchange
1.000% Notes Due 2041	KO41	New York Stock Exchange
3.500% Notes Due 2044	KO44	New York Stock Exchange
3.750% Notes Due 2053	KO53	New York Stock Exchange

Indicate by check mark whether the Registrant is an emerging growth company as defined in Rule 405 of the Securities Act of 1933 (§230.405 of this chapter) or Rule 12b-2 of the Securities Exchange Act of 1934 (§240.12b-2 of this chapter).

Emerging growth company ☐

If an emerging growth company, indicate by check mark if the Registrant has elected not to use the extended transition period for complying with any new or revised financial accounting standards provided pursuant to Section 13(a) of the Exchange Act. ☐

Item 5.02 Departure of Directors or Certain Officers; Election of Directors; Appointment of Certain Officers; Compensatory Arrangements of Certain Officers.

On October 17, 2024, the Board of Directors (the “Board”) of The Coca-Cola Company (the “Company”) increased the size of the Board to 12 members and elected Bela Bajaria as a Director of the Company, effective immediately. Ms. Bajaria was also appointed to the Board’s Talent and Compensation Committee.

Ms. Bajaria will participate in The Coca-Cola Company Directors’ Plan (the “Compensation Plan”), pursuant to which in 2024 she will be entitled to a prorated portion of the annual compensation paid to non-employee Directors, consisting of \$90,000 to be paid in quarterly installments in cash and \$200,000 to be paid in deferred share units. The Compensation Plan is described further starting on page 45 of the Company’s 2024 Proxy Statement.

There are no transactions in which Ms. Bajaria has an interest requiring disclosure under Item 404(a) of Regulation S-K. There is no arrangement or understanding between Ms. Bajaria and any other persons pursuant to which she was selected as a Director.

A copy of the Company’s press release announcing the election of Ms. Bajaria to the Board is furnished with this report as Exhibit 99.1.

Item 9.01. Financial Statements and Exhibits.

(d) Exhibits

<u>Exhibit No.</u>	<u>Description</u>
99.1	Press Release of The Coca-Cola Company, dated October 17, 2024.
104	Cover Page Interactive Data File (the cover page XBRL tags are embedded within the iXBRL document).

SIGNATURES

Pursuant to the requirements of the Securities Exchange Act of 1934, the Registrant has duly caused this report to be signed on its behalf by the undersigned, thereunto duly authorized.

**THE COCA-COLA COMPANY
(REGISTRANT)**

Date: October 17, 2024

By: /s/ Monica Howard Douglas

Monica Howard Douglas
Executive Vice President and Global General Counsel



News Release

Netflix Executive Bela Bajaria Elected to Board of Directors of The Coca-Cola Company

Board Also Declares Regular Quarterly Dividend

ATLANTA, Oct. 17, 2024 – The Coca-Cola Company today announced that Bela Bajaria, Chief Content Officer for Netflix Inc., has been elected as a director.

Bajaria's election is effective immediately and brings the Coca-Cola board to 12 directors.

As Chief Content Officer, Bajaria oversees all television and film for Netflix in all languages. She manages a content budget of about \$17 billion annually and reports to co-CEO Ted Sarandos. She sits on the company's leadership team.

"Bela brings a wealth of experience in global business, from building and leading teams to setting strategy," said James Quincey, Chairman and CEO of The Coca-Cola Company. "Her deep background in media also promises to provide our board and leadership with valuable perspective as Coca-Cola continues to evolve and strengthen its marketing model."

Bajaria has been instrumental in programming award-winning films and series and has also spearheaded Netflix's expansion into live programming. As Chief Content Officer, she forged a groundbreaking, long-term partnership with World Wrestling Entertainment, ensuring that its flagship weekly program, "Raw," is available to Netflix members worldwide. She secured rights to NFL Christmas Day games for Netflix for the next three years, marking another significant milestone.

Prior to her current role, Bajaria served as head of Global TV for Netflix, leading English and local-language scripted and unscripted series around the world, such as "Squid Game," "Stranger Things," "Wednesday," "Bridgerton," "La Casa de Papel" and "Cobra Kai." She joined Netflix in 2016.

Prior to Netflix, Bajaria held senior roles at CBS Entertainment and NBCUniversal. At CBS, she served as Senior Vice President and led the cable studio for the company. At NBCUniversal, Bajaria was President of Universal Television, where she helped revive the major television studio that had been shuttered years before.

Bajaria, 53, was named one of Time's 100 Most Influential People of 2022 and was on Fortune's Powerful Women list for the last five years, among many other honors.

Quarterly dividend

The company declared a regular quarterly dividend of 48.5 cents per common share, payable Dec. 16 to shareowners of record of the company as of the close of business Nov. 29.

About The Coca-Cola Company

The Coca-Cola Company (NYSE: KO) is a total beverage company with products sold in more than 200 countries and territories. Our company's purpose is to refresh the world and make a difference. We sell multiple billion-dollar brands across several beverage categories worldwide. Our portfolio of sparkling soft drink brands includes Coca-Cola, Sprite and Fanta. Our water, sports, coffee and tea brands include Dasani, smartwater, vitaminwater, Topo Chico, BODYARMOR, Powerade, Costa, Georgia, Gold Peak and Ayataka. Our juice, value-added dairy and plant-based beverage brands include Minute Maid, Simply, innocent, Del Valle, fairlife and AdeS. We're constantly transforming our portfolio, from reducing sugar in our drinks to bringing innovative new products to market. We seek to positively impact people's lives, communities and the planet through water replenishment, packaging recycling, sustainable sourcing practices and carbon emissions reductions across our value chain. Together with our bottling partners, we employ more than 700,000 people, helping bring economic opportunity to local communities worldwide. Learn more at www.coca-colacompany.com and follow us on Instagram, Facebook and LinkedIn.

Contacts:

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