

# Dividend Aristocrats Spotlight

## Coca-Cola

Best known for its eponymous product, The Coca-Cola Company (NYSE: KO) is one of the world’s most recognizable beverage companies. Who wouldn’t “like to buy the world a Coke” after all? Coca-Cola’s global presence and strong brand recognition famously attracted the investment of Warren Buffett in the late 1980s, and it remains a top holding in Berkshire Hathaway’s portfolio today.

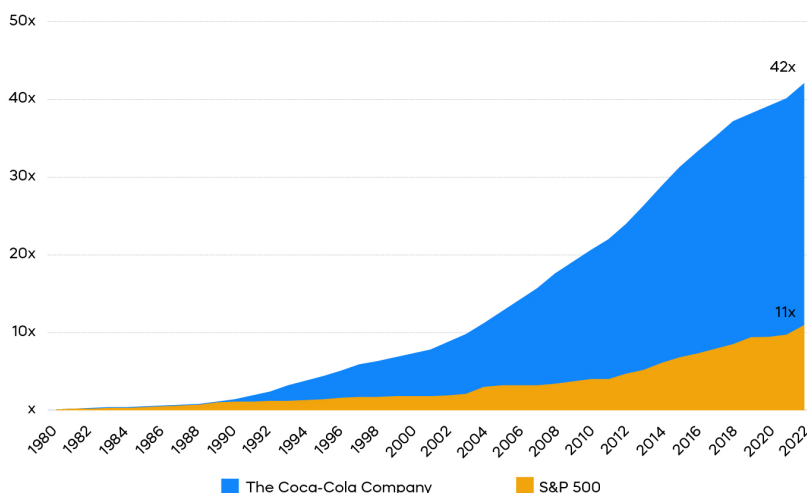


### Company Highlights

Coca-Cola has cultivated a special connection with generations of consumers, building a remarkably loyal customer base over its long history. Coca-Cola commands a convincing lead in the carbonated soft drink category, with a unit case volume share of 46.3% in the U.S. market in 2021.<sup>1</sup>

For six decades, Coca-Cola has rewarded its shareholders with consistently increasing dividends.<sup>2</sup> In Berkshire Hathaway's 2022 Annual Report, Warren Buffett noted the power of dividend growth, stating that “growth occurred every year, just as certain as birthdays. All Charlie [Munger] and I were required to do was cash Coke’s quarterly dividend checks. We expect that those checks are highly likely to grow.”<sup>3</sup>

**Coca-Cola’s Cumulative Growth of Dividends Since 1979**



Source: Bloomberg. Data from 12/31/79 to 12/30/22. The performance quoted represents past performance and does not guarantee future results. Indexes are unmanaged, and one cannot invest directly in an index.

**The Coca-Cola Company** is a great example of what it means to be a Dividend Aristocrat. Explore all the companies in the S&P 500 Dividend Aristocrats Index<sup>®</sup> with the **ProShares S&P 500 Dividend Aristocrats ETF (NOBL)**.

<sup>1</sup> Beverage Digest.

<sup>2</sup> ProShares and S&P Dow Jones Indices.

<sup>3</sup> Berkshire Hathaway Inc. 2022 Annual Report, <https://www.berkshirehathaway.com/2022ar/2022ar.pdf>

## Have Questions?

Financial professionals can contact ProShares at 866-776-5125 or email [Info@proshares.com](mailto:Info@proshares.com) for additional information about ProShares and other investment products.

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S&P 500 Dividend  
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Holdings are subject to change. As of 3/29/23, NOBL included a 1.58% allocation to The Coca-Cola Company. This is not intended to be investment advice. Any forward-looking statements herein are based on expectations of ProShare Advisors LLC at this time.

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