



FOR IMMEDIATE RELEASE

21 August 2017

Coca-Cola HBC AG (the “Company”)

Notification of transactions by Persons Discharging Managerial Responsibilities (“PDMRs”)

The Company has been notified that the following PDMRs acquired ordinary shares of CHF 6.70 each (“Shares”) in the Company on 16 August 2017 through their participation in the Company’s Employee Share Purchase Plan (“ESPP”).

PDMR	Number of Shares acquired under the ESPP	Share price
DIMITRIOS LOIS	259.015	€ 25.90992
ALAIN LAURENT BROUHARD	34.349	€ 25.90992
JAN GUSTAVSSON	90.09	€ 25.90992
RONALD KEITH SANDERS	37.517	€ 25.90992
MARCEL MARTIN	174.998	€ 25.90992
MICHALIS IMELLOS	42.987	€ 25.90992
SANDA PAREZANOVIC	29.88	€ 25.90992
SOTIRIS YANNOPOULOS	56.277	€ 25.90992
ZORAN BOGDANOVIC	85.169	€ 25.90992
PANAGIOTA KALOGERAKI	55.415	€ 25.90992

The Notification of Dealing Forms for each PDMR can be found below.

The Company has been also contributing to the ESPP according to the rules and the respective acquisitions by the Company of Shares on behalf of the PDMRs on 16 August 2017 are set out below.

PDMR	Number of Shares acquired under the ESPP	Share price
DIMITRIOS LOIS	77.704	£ 25.90992
ALAIN LAURENT BROUHARD	34.349	£ 25.90992
JAN GUSTAVSSON	38.61	£ 25.90992
RONALD KEITH SANDERS	37.517	£ 25.90992
MICHALIS IMELLOS	42.987	£ 25.90992
SANDA PAREZANOVIC	29.88	£ 25.90992
SOTIRIS YANNOPOULOS	33.766	£ 25.90992
ZORAN BOGDANOVIC	36.5	£ 25.90992

The Notification of Dealing Forms for each PDMR and for the Company's contributions can be found below.



1	Details of the person discharging managerial responsibilities / person closely associated								
a)	Name	DIMITRIOS LOIS							
2	Reason for the notification								
a)	Position/status	CHIEF EXECUTIVE OFFICER							
b)	Initial notification /Amendment	INITIAL NOTIFICATION							
3	Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor								
a)	Name	COCA-COLA HBC AG							
b)	LEI	549300EFP3TNG7JGVE49							
4	Details of the transaction(s): section to be repeated for (i) each type of instrument; (ii) each type of transaction; (iii) each date; and (iv) each place where transactions have been conducted								
a)	Description of the financial instrument, type of instrument	ORDINARY SHARES							
	Identification code	CH0198251305							
b)	Nature of the transaction	PURCHASE OF SHARES UNDER THE COMPANY'S EMPLOYEE SHARE PURCHASE PLAN							
c)	Price(s) and volume(s)	<table border="1"> <thead> <tr> <th>Price(s)</th> <th>Volume(s)</th> </tr> </thead> <tbody> <tr> <td>25.90992 GBP</td> <td>259.015</td> </tr> </tbody> </table>		Price(s)	Volume(s)	25.90992 GBP	259.015		
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Price	Volume	Total							
25.90992 GBP	259.015	GBP 6711.06							
	- Aggregated volume								
	- Price								
e)	Date of the transaction	2017-08-16							
f)	Place of the transaction	XLON							



1	Details of the person discharging managerial responsibilities / person closely associated							
a)	Name	ALAIN LAURENT BROUHARD						
2	Reason for the notification							
a)	Position/status	BUSINESS SOLUTIONS AND SYSTEMS DIRECTOR						
b)	Initial notification /Amendment	INITIAL NOTIFICATION						
3	Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor							
a)	Name	COCA-COLA HBC AG						
b)	LEI	549300EFP3TNG7JGVE49						
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Price	Volume	Total						
25.90992 GBP	34.349	GBP 889.98						
e)	Date of the transaction	2017-08-16						
f)	Place of the transaction	XLON						



1	Details of the person discharging managerial responsibilities / person closely associated							
a)	Name	JAN GUSTAVSSON						
2	Reason for the notification							
a)	Position/status	GENERAL COUNSEL AND COMPANY SECRETARY						
b)	Initial notification /Amendment	INITIAL NOTIFICATION						
3	Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor							
a)	Name	COCA-COLA HBC AG						
b)	LEI	549300EFP3TNG7JGVE49						
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Price	Volume	Total						
25.90992 GBP	90.09	GBP 2334.22						
e)	Date of the transaction	2017-08-16						
f)	Place of the transaction	XLON						



1	Details of the person discharging managerial responsibilities / person closely associated							
a)	Name	RONALD KEITH SANDERS						
2	Reason for the notification							
a)	Position/status	REGIONAL DIRECTOR						
b)	Initial notification /Amendment	INITIAL NOTIFICATION						
3	Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor							
a)	Name	COCA-COLA HBC AG						
b)	LEI	549300EFP3TNG7JGVE49						
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Price	Volume	Total						
25.90992 GBP	37.517	GBP 972.06						
e)	Date of the transaction	2017-08-16						
f)	Place of the transaction	XLON						



1	Details of the person discharging managerial responsibilities / person closely associated								
a)	Name	MARCEL MARTIN							
2	Reason for the notification								
a)	Position/status	SUPPLY CHAIN DIRECTOR							
b)	Initial notification /Amendment	INITIAL NOTIFICATION							
3	Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor								
a)	Name	COCA-COLA HBC AG							
b)	LEI	549300EFP3TNG7JGVE49							
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	Identification code	CH0198251305							
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25.90992 GBP	174.998								
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Price	Volume	Total							
25.90992 GBP	174.998	GBP 4534.18							
	- Aggregated volume								
	- Price								
e)	Date of the transaction	2017-08-16							
f)	Place of the transaction	XLON							

1	Details of the person discharging managerial responsibilities / person closely associated							
a)	Name	MICHALIS IMELLOS						
2	Reason for the notification							
a)	Position/status	CHIEF FINANCIAL OFFICER						
b)	Initial notification /Amendment	INITIAL NOTIFICATION						
3	Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor							
a)	Name	COCA-COLA HBC AG						
b)	LEI	549300EFP3TNG7JGVE49						
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Price	Volume	Total						
25.90992 GBP	42.987	GBP 1113.79						
e)	Date of the transaction	2017-08-16						
f)	Place of the transaction	XLON						

1	Details of the person discharging managerial responsibilities / person closely associated								
a)	Name	SANDA PAREZANOVIC							
2	Reason for the notification								
a)	Position/status	HUMAN RESOURCES DIRECTOR							
b)	Initial notification /Amendment	INITIAL NOTIFICATION							
3	Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor								
a)	Name	COCA-COLA HBC AG							
b)	LEI	549300EFP3TNG7JGVE49							
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Price	Volume	Total							
25.90992 GBP	29.88	GBP 774.19							
	- Aggregated volume								
	- Price								
e)	Date of the transaction	2017-08-16							
f)	Place of the transaction	XLON							



1	Details of the person discharging managerial responsibilities / person closely associated								
a)	Name	SOTIRIS YANNOPOULOS							
2	Reason for the notification								
a)	Position/status	REGIONAL DIRECTOR							
b)	Initial notification /Amendment	INITIAL NOTIFICATION							
3	Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor								
a)	Name	COCA-COLA HBC AG							
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e)	Date of the transaction	2017-08-16							
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1	Details of the person discharging managerial responsibilities / person closely associated							
a)	Name	ZORAN BOGDANOVIC						
2	Reason for the notification							
a)	Position/status	REGIONAL DIRECTOR						
b)	Initial notification /Amendment	INITIAL NOTIFICATION						
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1	Details of the person discharging managerial responsibilities / person closely associated								
a)	Name	PANAGIOTA KALOGERAKI							
2	Reason for the notification								
a)	Position/status	COMMERCIAL DIRECTOR							
b)	Initial notification /Amendment	INITIAL NOTIFICATION							
3	Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor								
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Price(s)	Volume(s)								
25.90992 GBP	38.61								
d)	Aggregated information	<table border="1"> <thead> <tr> <th>Price</th> <th>Volume</th> <th>Total</th> </tr> </thead> <tbody> <tr> <td>25.90992 GBP</td> <td>38.61</td> <td>GBP 1000.38</td> </tr> </tbody> </table>		Price	Volume	Total	25.90992 GBP	38.61	GBP 1000.38
Price	Volume	Total							
25.90992 GBP	38.61	GBP 1000.38							
	- Aggregated volume								
	- Price								
e)	Date of the transaction	2017-08-16							
f)	Place of the transaction	XLON							



1	Details of the person discharging managerial responsibilities / person closely associated								
a)	Name	RONALD KEITH SANDERS							
2	Reason for the notification								
a)	Position/status	REGIONAL DIRECTOR							
b)	Initial notification /Amendment	INITIAL NOTIFICATION							
3	Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor								
a)	Name	COCA-COLA HBC AG							
b)	LEI	549300EFP3TNG7JGVE49							
4	Details of the transaction(s): section to be repeated for (i) each type of instrument; (ii) each type of transaction; (iii) each date; and (iv) each place where transactions have been conducted								
a)	Description of the financial instrument, type of instrument	ORDINARY SHARES							
	Identification code	CH0198251305							
b)	Nature of the transaction	PURCHASE OF SHARES UNDER THE COMPANY'S EMPLOYEE SHARE PURCHASE PLAN							
c)	Price(s) and volume(s)	<table border="1"> <thead> <tr> <th>Price(s)</th> <th>Volume(s)</th> </tr> </thead> <tbody> <tr> <td>25.90992 GBP</td> <td>37.517</td> </tr> </tbody> </table>		Price(s)	Volume(s)	25.90992 GBP	37.517		
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25.90992 GBP	37.517								
d)	Aggregated information	<table border="1"> <thead> <tr> <th>Price</th> <th>Volume</th> <th>Total</th> </tr> </thead> <tbody> <tr> <td>25.90992 GBP</td> <td>37.517</td> <td>GBP 972.06</td> </tr> </tbody> </table>		Price	Volume	Total	25.90992 GBP	37.517	GBP 972.06
Price	Volume	Total							
25.90992 GBP	37.517	GBP 972.06							
	- Aggregated volume								
	- Price								
e)	Date of the transaction	2017-08-16							
f)	Place of the transaction	XLON							



1	Details of the person discharging managerial responsibilities / person closely associated								
a)	Name	MICHALIS IMELLOS							
2	Reason for the notification								
a)	Position/status	CHIEF FINANCIAL OFFICER							
b)	Initial notification /Amendment	INITIAL NOTIFICATION							
3	Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor								
a)	Name	COCA-COLA HBC AG							
b)	LEI	549300EFP3TNG7JGVE49							
4	Details of the transaction(s): section to be repeated for (i) each type of instrument; (ii) each type of transaction; (iii) each date; and (iv) each place where transactions have been conducted								
a)	Description of the financial instrument, type of instrument	ORDINARY SHARES							
	Identification code	CH0198251305							
b)	Nature of the transaction	PURCHASE OF SHARES UNDER THE COMPANY'S EMPLOYEE SHARE PURCHASE PLAN							
c)	Price(s) and volume(s)	<table border="1"> <thead> <tr> <th>Price(s)</th> <th>Volume(s)</th> </tr> </thead> <tbody> <tr> <td>25.90992 GBP</td> <td>42.987</td> </tr> </tbody> </table>		Price(s)	Volume(s)	25.90992 GBP	42.987		
Price(s)	Volume(s)								
25.90992 GBP	42.987								
d)	Aggregated information	<table border="1"> <thead> <tr> <th>Price</th> <th>Volume</th> <th>Total</th> </tr> </thead> <tbody> <tr> <td>25.90992 GBP</td> <td>42.987</td> <td>GBP 1113.79</td> </tr> </tbody> </table>		Price	Volume	Total	25.90992 GBP	42.987	GBP 1113.79
Price	Volume	Total							
25.90992 GBP	42.987	GBP 1113.79							
	- Aggregated volume								
	- Price								
e)	Date of the transaction	2017-08-16							
f)	Place of the transaction	XLON							

1	Details of the person discharging managerial responsibilities / person closely associated								
a)	Name	SANDA PAREZANOVIC							
2	Reason for the notification								
a)	Position/status	HUMAN RESOURCES DIRECTOR							
b)	Initial notification /Amendment	INITIAL NOTIFICATION							
3	Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor								
a)	Name	COCA-COLA HBC AG							
b)	LEI	549300EFP3TNG7JGVE49							
4	Details of the transaction(s): section to be repeated for (i) each type of instrument; (ii) each type of transaction; (iii) each date; and (iv) each place where transactions have been conducted								
a)	Description of the financial instrument, type of instrument	ORDINARY SHARES							
	Identification code	CH0198251305							
b)	Nature of the transaction	PURCHASE OF SHARES UNDER THE COMPANY'S EMPLOYEE SHARE PURCHASE PLAN							
c)	Price(s) and volume(s)	<table border="1"> <thead> <tr> <th>Price(s)</th> <th>Volume(s)</th> </tr> </thead> <tbody> <tr> <td>25.90992 GBP</td> <td>29.88</td> </tr> </tbody> </table>		Price(s)	Volume(s)	25.90992 GBP	29.88		
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25.90992 GBP	29.88								
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Price	Volume	Total							
25.90992 GBP	29.88	GBP 774.19							
	- Aggregated volume								
	- Price								
e)	Date of the transaction	2017-08-16							
f)	Place of the transaction	XLON							



1	Details of the person discharging managerial responsibilities / person closely associated								
a)	Name	SOTIRIS YANNOPOULOS							
2	Reason for the notification								
a)	Position/status	REGIONAL DIRECTOR							
b)	Initial notification /Amendment	INITIAL NOTIFICATION							
3	Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor								
a)	Name	COCA-COLA HBC AG							
b)	LEI	549300EFP3TNG7JGVE49							
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Price	Volume	Total							
25.90992 GBP	33.766	GBP 874.87							
	- Aggregated volume								
	- Price								
e)	Date of the transaction	2017-08-16							
f)	Place of the transaction	XLON							



1	Details of the person discharging managerial responsibilities / person closely associated								
a)	Name	ZORAN BOGDANOVIC							
2	Reason for the notification								
a)	Position/status	REGIONAL DIRECTOR							
b)	Initial notification /Amendment	INITIAL NOTIFICATION							
3	Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor								
a)	Name	COCA-COLA HBC AG							
b)	LEI	549300EFP3TNG7JGVE49							
4	Details of the transaction(s): section to be repeated for (i) each type of instrument; (ii) each type of transaction; (iii) each date; and (iv) each place where transactions have been conducted								
a)	Description of the financial instrument, type of instrument	ORDINARY SHARES							
	Identification code	CH0198251305							
b)	Nature of the transaction	PURCHASE OF SHARES UNDER THE COMPANY'S EMPLOYEE SHARE PURCHASE PLAN							
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25.90992 GBP	36.5	GBP 945.71							
	- Aggregated volume								
	- Price								
e)	Date of the transaction	2017-08-16							
f)	Place of the transaction	XLON							



Coca-Cola
Hellenic Bottling Company

This notification is made in accordance with the requirements of the EU Market Abuse Regulation.

For further information, please contact:

Jan Gustavsson

General Counsel and Company Secretary
+41 (0) 41 726 01 37