



**FOR IMMEDIATE RELEASE**

**20 November 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 November 2017 through their participation in the Company's Employee Share Purchase Plan ("ESPP").

PDMR	Number of Shares acquired under the ESPP	Share price
ALAIN LAURENT BROUHARD	35.939	£ 24.68364
JAN GUSTAVSSON	94.256	£ 24.68364
RONALD KEITH SANDERS	39.253	£ 24.68364
MARCEL MARTIN	179.673	£ 24.68364
MICHALIS IMELLOS	44.975	£ 24.68364
SANDA PAREZANOVIC	31.263	£ 24.68364
SOTIRIS YANNOPOULOS	58.879	£ 24.68364
ZORAN BOGDANOVIC	89.106	£ 24.68364
PANAGIOTA KALOGERAKI	56.897	£ 24.68364

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

<b>1</b>	<b>Details of the person discharging managerial responsibilities / person closely associated</b>								
a)	Name	ALAIN LAURENT BROUHARD							
<b>2</b>	<b>Reason for the notification</b>								
a)	Position/status	BUSINESS SOLUTIONS AND SYSTEMS DIRECTOR							
b)	Initial notification /Amendment	INITIAL NOTIFICATION							
<b>3</b>	<b>Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor</b>								
a)	Name	COCA-COLA HBC AG							
b)	LEI	549300EFP3TNG7JGVE49							
<b>4</b>	<b>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</b>								
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>24.68364 GBP</td> <td>35.939</td> </tr> </tbody> </table>		Price(s)	Volume(s)	24.68364 GBP	35.939		
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24.68364 GBP	35.939								
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Price	Volume	Total							
24.68364 GBP	35.939	GBP 887.11							
	- Aggregated volume								
	- Price								
e)	Date of the transaction	2017-11-16							
f)	Place of the transaction	XLON							



<b>1</b>	<b>Details of the person discharging managerial responsibilities / person closely associated</b>							
a)	Name	JAN GUSTAVSSON						
<b>2</b>	<b>Reason for the notification</b>							
a)	Position/status	GENERAL COUNSEL AND COMPANY SECRETARY						
b)	Initial notification /Amendment	INITIAL NOTIFICATION						
<b>3</b>	<b>Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor</b>							
a)	Name	COCA-COLA HBC AG						
b)	LEI	549300EFP3TNG7JGVE49						
<b>4</b>	<b>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</b>							
a)	Description of the financial instrument, type of instrument  Identification code	ORDINARY SHARES  CH0198251305						
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24.68364 GBP	94.256							
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Price	Volume	Total						
24.68364 GBP	94.256	GBP 2326.58						
e)	Date of the transaction	2017-11-16						
f)	Place of the transaction	XLON						



<b>1</b>	<b>Details of the person discharging managerial responsibilities / person closely associated</b>							
a)	Name	RONALD KEITH SANDERS						
<b>2</b>	<b>Reason for the notification</b>							
a)	Position/status	REGIONAL DIRECTOR						
b)	Initial notification /Amendment	INITIAL NOTIFICATION						
<b>3</b>	<b>Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor</b>							
a)	Name	COCA-COLA HBC AG						
b)	LEI	549300EFP3TNG7JGVE49						
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Price	Volume	Total						
24.68364 GBP	39.253	GBP 968.91						
e)	Date of the transaction	2017-11-16						
f)	Place of the transaction	XLON						



<b>1</b>	<b>Details of the person discharging managerial responsibilities / person closely associated</b>								
a)	Name	MARCEL MARTIN							
<b>2</b>	<b>Reason for the notification</b>								
a)	Position/status	SUPPLY CHAIN DIRECTOR							
b)	Initial notification /Amendment	INITIAL NOTIFICATION							
<b>3</b>	<b>Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor</b>								
a)	Name	COCA-COLA HBC AG							
b)	LEI	549300EFP3TNG7JGVE49							
<b>4</b>	<b>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</b>								
a)	Description of the financial instrument, type of instrument	ORDINARY SHARES							
	Identification code	CH0198251305							
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Price	Volume	Total							
24.68364 GBP	179.673	GBP 4434.98							
	- Aggregated volume								
	- Price								
e)	Date of the transaction	2017-11-16							
f)	Place of the transaction	XLON							

<b>1</b>	<b>Details of the person discharging managerial responsibilities / person closely associated</b>							
a)	Name	MICHALIS IMELLOS						
<b>2</b>	<b>Reason for the notification</b>							
a)	Position/status	ACTING CHIEF EXECUTIVE OFFICER AND GROUP CHIEF FINANCIAL OFFICER						
b)	Initial notification /Amendment	INITIAL NOTIFICATION						
<b>3</b>	<b>Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor</b>							
a)	Name	COCA-COLA HBC AG						
b)	LEI	549300EFP3TNG7JGVE49						
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Price	Volume	Total						
24.68364 GBP	44.975	GBP 1110.15						
e)	Date of the transaction	2017-11-16						
f)	Place of the transaction	XLON						



<b>1</b>	<b>Details of the person discharging managerial responsibilities / person closely associated</b>								
a)	Name	SANDA PAREZANOVIC							
<b>2</b>	<b>Reason for the notification</b>								
a)	Position/status	HUMAN RESOURCES DIRECTOR							
b)	Initial notification /Amendment	INITIAL NOTIFICATION							
<b>3</b>	<b>Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor</b>								
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<b>1</b>	<b>Details of the person discharging managerial responsibilities / person closely associated</b>								
a)	Name	SOTIRIS YANNOPOULOS							
<b>2</b>	<b>Reason for the notification</b>								
a)	Position/status	REGIONAL DIRECTOR							
b)	Initial notification /Amendment	INITIAL NOTIFICATION							
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a)	Name	ZORAN BOGDANOVIC							
<b>2</b>	<b>Reason for the notification</b>								
a)	Position/status	REGIONAL DIRECTOR							
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a)	Name	PANAGIOTA KALOGERAKI							
<b>2</b>	<b>Reason for the notification</b>								
a)	Position/status	COMMERCIAL DIRECTOR							
b)	Initial notification /Amendment	INITIAL NOTIFICATION							
<b>3</b>	<b>Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor</b>								
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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