



FOR IMMEDIATE RELEASE

20 June 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 June 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	289.712	€ 23.29224
ALAIN LAURENT BROUHARD	38.421	€ 23.29224
JAN GUSTAVSSON	100.768	€ 23.29224
RONALD KEITH SANDERS	41.965	€ 23.29224
MARCEL MARTIN	37.527	€ 23.29224
MICHALIS IMELLOS	48.082	€ 23.29224
SANDA PAREZANOVIC	33.423	€ 23.29224
SOTIRIS YANNOPOULOS	62.947	€ 23.29224
ZORAN BOGDANOVIC	95.263	€ 23.29224
PANAGIOTA KALOGERAKI	59.418	€ 23.29224

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 June 2017 are set out below.

PDMR	Number of Shares acquired under the ESPP	Share price
DIMITRIOS LOIS	86.913	£ 23.29224
ALAIN LAURENT BROUHARD	38.421	£ 23.29224
JAN GUSTAVSSON	43.186	£ 23.29224
RONALD KEITH SANDERS	41.965	£ 23.29224
MICHALIS IMELLOS	48.082	£ 23.29224
SANDA PAREZANOVIC	33.423	£ 23.29224
SOTIRIS YANNOPOULOS	37.768	£ 23.29224
ZORAN BOGDANOVIC	40.827	£ 23.29224

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>23.29224 GBP</td> <td>289.712</td> </tr> </tbody> </table>		Price(s)	Volume(s)	23.29224 GBP	289.712		
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Price	Volume	Total							
23.29224 GBP	289.712	GBP 6748.04							
	- Aggregated volume								
	- Price								
e)	Date of the transaction	2017-06-16							
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							
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								
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Price	Volume	Total							
23.29224 GBP	38.421	GBP 894.91							
	- Aggregated volume								
	- Price								
e)	Date of the transaction	2017-06-16							
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						
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						
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Price	Volume	Total						
23.29224 GBP	100.768	GBP 2347.11						
	- Aggregated volume							
	- Price							
e)	Date of the transaction	2017-06-16						
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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a)	Description of the financial instrument, type of instrument Identification code	ORDINARY SHARES CH0198251305						
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Price	Volume	Total						
23.29224 GBP	41.965	GBP 977.46						
e)	Date of the transaction	2017-06-16						
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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a)	Description of the financial instrument, type of instrument Identification code	ORDINARY SHARES CH0198251305						
b)	Nature of the transaction	PURCHASE OF SHARES UNDER THE COMPANY'S EMPLOYEE SHARE PURCHASE PLAN						
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Price(s)	Volume(s)							
23.29224 GBP	37.527							
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Price	Volume	Total						
23.29224 GBP	37.527	GBP 874.09						
e)	Date of the transaction	2017-06-16						
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						
23.29224 GBP	48.082	GBP 1119.94						
e)	Date of the transaction	2017-06-16						
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							
23.29224 GBP	33.423	GBP 778.5							
	- Aggregated volume								
	- Price								
e)	Date of the transaction	2017-06-16							
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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Price	Volume	Total							
23.29224 GBP	62.947	GBP 1466.18							
	- Aggregated volume								
	- Price								
e)	Date of the transaction	2017-06-16							
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						
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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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a)	Name	ALAIN LAURENT BROUHARD							
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Price(s)	Volume(s)								
23.29224 GBP	43.186								
d)	Aggregated information	<table border="1"> <thead> <tr> <th>Price</th> <th>Volume</th> <th>Total</th> </tr> </thead> <tbody> <tr> <td>23.29224 GBP</td> <td>43.186</td> <td>GBP 1005.9</td> </tr> </tbody> </table>		Price	Volume	Total	23.29224 GBP	43.186	GBP 1005.9
Price	Volume	Total							
23.29224 GBP	43.186	GBP 1005.9							
	- Aggregated volume								
	- Price								
e)	Date of the transaction	2017-06-16							
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>23.29224 GBP</td> <td>41.965</td> </tr> </tbody> </table>		Price(s)	Volume(s)	23.29224 GBP	41.965		
Price(s)	Volume(s)								
23.29224 GBP	41.965								
d)	Aggregated information	<table border="1"> <thead> <tr> <th>Price</th> <th>Volume</th> <th>Total</th> </tr> </thead> <tbody> <tr> <td>23.29224 GBP</td> <td>41.965</td> <td>GBP 977.46</td> </tr> </tbody> </table>		Price	Volume	Total	23.29224 GBP	41.965	GBP 977.46
Price	Volume	Total							
23.29224 GBP	41.965	GBP 977.46							
	- Aggregated volume								
	- Price								
e)	Date of the transaction	2017-06-16							
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 Identification code	ORDINARY SHARES 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>23.29224 GBP</td> <td>48.082</td> </tr> </tbody> </table>	Price(s)	Volume(s)	23.29224 GBP	48.082		
Price(s)	Volume(s)							
23.29224 GBP	48.082							
d)	Aggregated information - Aggregated volume - Price	<table border="1"> <thead> <tr> <th>Price</th> <th>Volume</th> <th>Total</th> </tr> </thead> <tbody> <tr> <td>23.29224 GBP</td> <td>48.082</td> <td>GBP 1119.94</td> </tr> </tbody> </table>	Price	Volume	Total	23.29224 GBP	48.082	GBP 1119.94
Price	Volume	Total						
23.29224 GBP	48.082	GBP 1119.94						
e)	Date of the transaction	2017-06-16						
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>23.29224 GBP</td> <td>33.423</td> </tr> </tbody> </table>	Price(s)	Volume(s)	23.29224 GBP	33.423		
Price(s)	Volume(s)							
23.29224 GBP	33.423							
d)	Aggregated information	<table border="1"> <thead> <tr> <th>Price</th> <th>Volume</th> <th>Total</th> </tr> </thead> <tbody> <tr> <td>23.29224 GBP</td> <td>33.423</td> <td>GBP 778.5</td> </tr> </tbody> </table>	Price	Volume	Total	23.29224 GBP	33.423	GBP 778.5
Price	Volume	Total						
23.29224 GBP	33.423	GBP 778.5						
	- Aggregated volume							
	- Price							
e)	Date of the transaction	2017-06-16						
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							
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>23.29224 GBP</td> <td>37.768</td> </tr> </tbody> </table>		Price(s)	Volume(s)	23.29224 GBP	37.768		
Price(s)	Volume(s)								
23.29224 GBP	37.768								
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Price	Volume	Total							
23.29224 GBP	37.768	GBP 879.7							
	- Aggregated volume								
	- Price								
e)	Date of the transaction	2017-06-16							
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 Identification code	ORDINARY SHARES 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>23.29224 GBP</td> <td>40.827</td> </tr> </tbody> </table>	Price(s)	Volume(s)	23.29224 GBP	40.827		
Price(s)	Volume(s)							
23.29224 GBP	40.827							
d)	Aggregated information - Aggregated volume - Price	<table border="1"> <thead> <tr> <th>Price</th> <th>Volume</th> <th>Total</th> </tr> </thead> <tbody> <tr> <td>23.29224 GBP</td> <td>40.827</td> <td>GBP 950.95</td> </tr> </tbody> </table>	Price	Volume	Total	23.29224 GBP	40.827	GBP 950.95
Price	Volume	Total						
23.29224 GBP	40.827	GBP 950.95						
e)	Date of the transaction	2017-06-16						
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