



FOR IMMEDIATE RELEASE

19 July 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 17 July 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	300.435	€ 22.39669
ALAIN LAURENT BROUHARD	39.842	€ 22.39669
JAN GUSTAVSSON	104.497	€ 22.39669
RONALD KEITH SANDERS	43.517	€ 22.39669
MARCEL MARTIN	890.639	€ 22.39669
MICHALIS IMELLOS	49.861	€ 22.39669
SANDA PAREZANOVIC	34.659	€ 22.39669
SOTIRIS YANNOPOULOS	65.276	€ 22.39669
ZORAN BOGDANOVIC	98.788	€ 22.39669
PANAGIOTA KALOGERAKI	138.075	€ 22.39669

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 17 July 2017 are set out below.

PDMR	Number of Shares acquired under the ESPP	Share price
DIMITRIOS LOIS	90.130	£ 22.39669
ALAIN LAURENT BROUHARD	39.842	£ 22.39669
JAN GUSTAVSSON	44.784	£ 22.39669
RONALD KEITH SANDERS	43.517	£ 22.39669
MICHALIS IMELLOS	49.861	£ 22.39669
SANDA PAREZANOVIC	34.659	£ 22.39669
SOTIRIS YANNOPOULOS	39.166	£ 22.39669
ZORAN BOGDANOVIC	42.337	£ 22.39669

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>22.39669 GBP</td> <td>300.435</td> </tr> </tbody> </table>	Price(s)	Volume(s)	22.39669 GBP	300.435		
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Price	Volume	Total						
22.39669 GBP	300.435	GBP 6728.75						
	- Aggregated volume							
	- Price							
e)	Date of the transaction	2017-07-17						
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								
e)	Date of the transaction	2017-07-17							
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							
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Price	Volume	Total						
22.39669 GBP	104.497	GBP 2340.39						
e)	Date of the transaction	2017-07-17						
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						
22.39669 GBP	43.517	GBP 974.64						
e)	Date of the transaction	2017-07-17						
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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22.39669 GBP	890.639								
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Price	Volume	Total							
22.39669 GBP	890.639	GBP19947.37							
	- Aggregated volume								
	- Price								
e)	Date of the transaction	2017-07-17							
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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22.39669 GBP	49.861	GBP 1116.72							
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	- Price								
e)	Date of the transaction	2017-07-17							
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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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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22.39669 GBP	65.276	GBP 1461.97							
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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)								
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d)	Aggregated information	<table border="1"> <thead> <tr> <th>Price</th> <th>Volume</th> <th>Total</th> </tr> </thead> <tbody> <tr> <td>22.39669 GBP</td> <td>44.784</td> <td>GBP 1003.01</td> </tr> </tbody> </table>		Price	Volume	Total	22.39669 GBP	44.784	GBP 1003.01
Price	Volume	Total							
22.39669 GBP	44.784	GBP 1003.01							
	- Aggregated volume								
	- Price								
e)	Date of the transaction	2017-07-17							
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>22.39669 GBP</td> <td>43.517</td> </tr> </tbody> </table>		Price(s)	Volume(s)	22.39669 GBP	43.517		
Price(s)	Volume(s)								
22.39669 GBP	43.517								
d)	Aggregated information	<table border="1"> <thead> <tr> <th>Price</th> <th>Volume</th> <th>Total</th> </tr> </thead> <tbody> <tr> <td>22.39669 GBP</td> <td>43.517</td> <td>GBP 974.64</td> </tr> </tbody> </table>		Price	Volume	Total	22.39669 GBP	43.517	GBP 974.64
Price	Volume	Total							
22.39669 GBP	43.517	GBP 974.64							
	- Aggregated volume								
	- Price								
e)	Date of the transaction	2017-07-17							
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>22.39669 GBP</td> <td>49.861</td> </tr> </tbody> </table>	Price(s)	Volume(s)	22.39669 GBP	49.861		
Price(s)	Volume(s)							
22.39669 GBP	49.861							
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>22.39669 GBP</td> <td>49.861</td> <td>GBP 1116.72</td> </tr> </tbody> </table>	Price	Volume	Total	22.39669 GBP	49.861	GBP 1116.72
Price	Volume	Total						
22.39669 GBP	49.861	GBP 1116.72						
e)	Date of the transaction	2017-07-17						
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>22.39669 GBP</td> <td>34.659</td> </tr> </tbody> </table>		Price(s)	Volume(s)	22.39669 GBP	34.659		
Price(s)	Volume(s)								
22.39669 GBP	34.659								
d)	Aggregated information	<table border="1"> <thead> <tr> <th>Price</th> <th>Volume</th> <th>Total</th> </tr> </thead> <tbody> <tr> <td>22.39669 GBP</td> <td>34.659</td> <td>GBP 776.25</td> </tr> </tbody> </table>		Price	Volume	Total	22.39669 GBP	34.659	GBP 776.25
Price	Volume	Total							
22.39669 GBP	34.659	GBP 776.25							
	- Aggregated volume								
	- Price								
e)	Date of the transaction	2017-07-17							
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							
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Price(s)	Volume(s)								
22.39669 GBP	39.166								
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Price	Volume	Total							
22.39669 GBP	39.166	GBP 877.19							
	- Aggregated volume								
	- Price								
e)	Date of the transaction	2017-07-17							
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>22.39669 GBP</td> <td>42.337</td> </tr> </tbody> </table>	Price(s)	Volume(s)	22.39669 GBP	42.337		
Price(s)	Volume(s)							
22.39669 GBP	42.337							
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>22.39669 GBP</td> <td>42.337</td> <td>GBP 948.21</td> </tr> </tbody> </table>	Price	Volume	Total	22.39669 GBP	42.337	GBP 948.21
Price	Volume	Total						
22.39669 GBP	42.337	GBP 948.21						
e)	Date of the transaction	2017-07-17						
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