



FOR IMMEDIATE RELEASE

19 September 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 18 September 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	255.942	€ 25.73196
ALAIN LAURENT BROUHARD	33.942	€ 25.73196
JAN GUSTAVSSON	89.021	€ 25.73196
RONALD KEITH SANDERS	37.072	€ 25.73196
MARCEL MARTIN	170.733	€ 25.73196
MICHALIS IMELLOS	42.477	€ 25.73196
SANDA PAREZANOVIC	29.526	€ 25.73196
SOTIRIS YANNOPOULOS	55.609	€ 25.73196
ZORAN BOGDANOVIC	84.158	€ 25.73196
PANAGIOTA KALOGERAKI	54.065	€ 25.73196

The Notification of Dealing Forms for each PDMR 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 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>25.73196 GBP</td> <td>255.942</td> </tr> </tbody> </table>	Price(s)	Volume(s)	25.73196 GBP	255.942		
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Price	Volume	Total						
25.73196 GBP	255.942	GBP 6585.89						
e)	Date of the transaction	2017-09-18						
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	2017-09-18							
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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e)	Date of the transaction	2017-09-18						
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								
e)	Date of the transaction	2017-09-18							
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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	- Price								
e)	Date of the transaction	2017-09-18							
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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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							
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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							
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1	Details of the person discharging managerial responsibilities / person closely associated							
a)	Name	ZORAN BOGDANOVIC						
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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							
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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								
a)	Name	COCA-COLA HBC AG							
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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