



**FOR IMMEDIATE RELEASE**

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

PDMR	Number of Shares acquired under the ESPP	Share price
ZORAN BOGDANOVIC	94.867	€ 23.47258
ALAIN LAURENT BROUHARD	38.261	€ 23.47258
JAN GUSTAVSSON	100.349	€ 23.47258
RONALD KEITH SANDERS	41.789	€ 23.47258
MARCEL MARTIN	186.452	€ 23.47258
MICHALIS IMELLOS	47.882	€ 23.47258
SANDA PAREZANOVIC	33.283	€ 23.47258
SOTIRIS YANNOPOULOS	62.685	€ 23.47258
PANAGIOTA KALOGERAKI	59.042	€ 23.47258

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	ZORAN BOGDANOVIC						
<b>2</b>	<b>Reason for the notification</b>							
a)	Position/status	CHIEF EXECUTIVE 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						
<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						
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>23.47258 GBP</td> <td>94.867</td> </tr> </tbody> </table>	Price(s)	Volume(s)	23.47258 GBP	94.867		
Price(s)	Volume(s)							
23.47258 GBP	94.867							
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>23.47258 GBP</td> <td>94.867</td> <td>GBP 2226.77</td> </tr> </tbody> </table>	Price	Volume	Total	23.47258 GBP	94.867	GBP 2226.77
Price	Volume	Total						
23.47258 GBP	94.867	GBP 2226.77						
e)	Date of the transaction	2017-12-18						
f)	Place of the transaction	XLON						



<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							
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23.47258 GBP	38.261								
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Price	Volume	Total							
23.47258 GBP	38.261	GBP 898.08							
	- Aggregated volume								
	- Price								
e)	Date of the transaction	2017-12-18							
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>							
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Price(s)	Volume(s)							
23.47258 GBP	100.349							
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Price	Volume	Total						
23.47258 GBP	100.349	GBP 2355.45						
e)	Date of the transaction	2017-12-18						
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						
<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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23.47258 GBP	41.789							
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Price	Volume	Total						
23.47258 GBP	41.789	GBP 980.9						
e)	Date of the transaction	2017-12-18						
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>								
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Price	Volume	Total							
23.47258 GBP	186.452	GBP 4376.51							
	- Aggregated volume								
	- Price								
e)	Date of the transaction	2017-12-18							
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	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						
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23.47258 GBP	47.882	GBP 1123.91						
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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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23.47258 GBP	62.685	GBP 1471.38							
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<b>1</b>	<b>Details of the person discharging managerial responsibilities / person closely associated</b>								
a)	Name	PANAGIOTA KALOGERAKI							
<b>2</b>	<b>Reason for the notification</b>								
a)	Position/status	CHIEF CUSTOMER & COMMERCIAL OFFICER							
b)	Initial notification /Amendment	INITIAL NOTIFICATION							
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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