



**FOR IMMEDIATE RELEASE**

**16 March 2018**

**Coca-Cola HBC AG (the "Company")**

**Notification of transactions by Persons Discharging Managerial Responsibilities ("PDMRs")**

The Company has been notified that the following PDMRs have been granted at nil cost performance shares of CHF 6.70 each ("Shares") in the Company on 14 March 2018 through their participation in the Stock Option and Performance Share Award Plan ("PSP"). The performance shares will vest after 3 years subject to achievement of performance conditions.

PDMR	Number of Shares granted under the PSP	Share price
ZORAN BOGDANOVIC	86,404	£ 25.28
ALAIN LAURENT BROUHARD	20,136	£ 25.28
JAN GUSTAVSSON	22,634	£ 25.28
RONALD KEITH SANDERS	21,994	£ 25.28
MARCEL MARTIN	19,550	£ 25.28
MICHALIS IMELLOS	25,200	£ 25.28
SANDA PAREZANOVIC	17,517	£ 25.28
SOTIRIS YANNOPOULOS	19,794	£ 25.28
PANAGIOTA KALOGERAKI	18,572	£ 25.28

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	SHARES  CH0198251305						
b)	Nature of the transaction	GRANTING OF PERFORMANCE SHARES AT NIL COST WHICH WILL VEST AFTER 3 YEARS SUBJECT TO ACHIEVEMENT OF PERFORMANCE CONDITIONS						
c)	Price(s) and volume(s)	<table border="1"> <thead> <tr> <th>Price(s)</th> <th>Volume(s)</th> </tr> </thead> <tbody> <tr> <td>25.28 GBP</td> <td>86,404</td> </tr> </tbody> </table>	Price(s)	Volume(s)	25.28 GBP	86,404		
Price(s)	Volume(s)							
25.28 GBP	86,404							
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>25.28 GBP</td> <td>86,404</td> <td>2,184,293.12 GBP</td> </tr> </tbody> </table>	Price	Volume	Total	25.28 GBP	86,404	2,184,293.12 GBP
Price	Volume	Total						
25.28 GBP	86,404	2,184,293.12 GBP						
e)	Date of the transaction	2018-03-14						
f)	Place of the transaction	OUTSIDE A TRADING VENUE						



<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>							
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Price(s)	Volume(s)							
25.28 GBP	20,136							
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Price	Volume	Total						
25.28 GBP	20,136	509,038.08 GBP						
e)	Date of the transaction	2018-03-14						
f)	Place of the transaction	OUTSIDE A TRADING VENUE						



<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)							
25.28 GBP	22,634							
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Price	Volume	Total						
25.28 GBP	22,634	572,187.52 GBP						
e)	Date of the transaction	2018-03-14						
f)	Place of the transaction	OUTSIDE A TRADING VENUE						



<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>							
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Price(s)	Volume(s)							
25.28 GBP	21,994							
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Price	Volume	Total						
25.28 GBP	21,994	556,008.32 GBP						
e)	Date of the transaction	2018-03-14						
f)	Place of the transaction	OUTSIDE A TRADING VENUE						



<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(s)	Volume(s)							
25.28 GBP	19,550							
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Price	Volume	Total						
25.28 GBP	19,550	494,224 GBP						
e)	Date of the transaction	2018-03-14						
f)	Place of the transaction	OUTSIDE A TRADING VENUE						



<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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Price(s)	Volume(s)							
25.28 GBP	25,200							
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>25.28 GBP</td> <td>25,200</td> <td>637,056 GBP</td> </tr> </tbody> </table>	Price	Volume	Total	25.28 GBP	25,200	637,056 GBP
Price	Volume	Total						
25.28 GBP	25,200	637,056 GBP						
e)	Date of the transaction	2018-03-14						
f)	Place of the transaction	OUTSIDE A TRADING VENUE						



<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>							
a)	Name	COCA-COLA HBC AG						
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25.28 GBP	17,517	442,829.76 GBP						
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f)	Place of the transaction	OUTSIDE A TRADING VENUE						





<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						
<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	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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25.28 GBP	18,572	469,500.16 GBP						
e)	Date of the transaction	2018-03-14						
f)	Place of the transaction	OUTSIDE A TRADING VENUE						



**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