

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.



1	Details of the person discharges	ging managerial res	sponsibi	lities /	person closely	
a)	Name	ZORAN BOGDANOVIC				
2	Reason for the notification	1				
a)	Position/status	CHIEF EXECUTIV	E OFFIC	ER		
b)	Initial notification /Amendment	INITIAL NOTIFICA	ATION			
3	Details of the issuer, emission auctioneer or auction monito		t partici _l	pant, a	auction platform,	
a)	Name	COCA-COLA HB	CAG			
b)	LEI	549300EFP3TNG	7JGVE4	9		
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	SHARES				
	Identification code	CH0198251305				
b)	Nature of the transaction	GRANTING OF PE COST WHICH WII TO ACHIEVEMEN CONDITIONS	LL VEST	AFTE	R 3 YEARS SUBJECT	
c)	Price(s) and volume(s)	Price(s)		Males.	(-)	
		25.28 GBP		86,40	me(s) 04	
d)	Aggregated information					
	- Aggregated volume	Price	Volum		Total	
	Aggregated volume	25.28 GBP	86,404		2,184,293.12 GBP	
	- Price		l			
e)	Date of the transaction	2018-03-14				
f)	Place of the transaction	OUTSIDE A TRADING VENUE				



1	Details of the person discharges	ging managerial res	sponsibi	lities /	person closely		
a)	Name	ALAIN LAURENT	ALAIN LAURENT BROUHARD				
2	Reason for the notification						
a)	Position/status	BUSINESS SOLU	TIONS A	ND SYS	STEMS DIRECTOR		
b)	Initial notification /Amendment	INITIAL NOTIFICA	ATION				
3	Details of the issuer, emission auctioneer or auction monito		t partici	pant, aı	uction platform,		
a)	Name	COCA-COLA HB	CAG				
b)	LEI	549300EFP3TNG	7JGVE4	19			
4	Details of the transaction(s): instrument; (ii) each type of transactions have been condu	ransaction; (iii) eac			• •		
a)	Description of the financial instrument, type of instrument	SHARES					
	Identification code	CH0198251305					
b)	Nature of the transaction	GRANTING OF PE COST WHICH WII TO ACHIEVEMEN CONDITIONS	LL VEST	AFTER	3 YEARS SUBJECT		
c)	Price(s) and volume(s)			1			
		Price(s)		Volum			
		25.28 GBP		20,13	6		
d)	Aggregated information		1				
	- Aggregated volume	Price	Volum		Total		
	riggi egatea velaine	25.28 GBP 20,136 509,038.08 GBP					
	- Price		1		1		
e)	Date of the transaction	2018-03-14					
f)	Place of the transaction	OUTSIDE A TRAD	DING VE	NUE			



1	Details of the person discharges	ging managerial re	sponsibi	ilities / pe	erson closely	
a)	Name	JAN GUSTAVSSON				
2	Reason for the notification					
a)	Position/status	GENERAL COUN	ISEL AND	O COMPA	NY SECRETARY	
b)	Initial notification /Amendment	INITIAL NOTIFIC	ATION			
3	Details of the issuer, emission auctioneer or auction monito		t partici	pant, auc	tion platform,	
a)	Name	COCA-COLA HB	SC AG			
b)	LEI	549300EFP3TNC	G7JGVE4	19		
4	Details of the transaction(s): instrument; (ii) each type of t transactions have been conductions	ransaction; (iii) ea				
a)	Description of the financial instrument, type of instrument	SHARES				
	Identification code	CH0198251305				
b)	Nature of the transaction	GRANTING OF P COST WHICH WI TO ACHIEVEMEN CONDITIONS	ILL VEST	AFTER 3	YEARS SUBJECT	
c)	Price(s) and volume(s)					
		Price(s)		Volume	e(s)	
		25.28 GBP		22,634		
d)	Aggregated information					
		Price	Volum	ie	Total	
	- Aggregated volume	25.28 GBP 22,634 572,187.52 GBP				
	- Price					
e)	Date of the transaction	2018-03-14				
f)	Place of the transaction	OUTSIDE A TRAI	DING VE	NUE		



1	Details of the person discharges	ging managerial re	sponsib	ilities / pe	erson closely	
a)	Name	RONALD KEITH SANDERS				
2	Reason for the notification					
a)	Position/status	REGIONAL DIREC	CTOR			
b)	Initial notification /Amendment	INITIAL NOTIFICA	ATION			
3	Details of the issuer, emission auctioneer or auction monito		t partici	pant, auc	ction platform,	
a)	Name	COCA-COLA HB	CAG			
b)	LEI	549300EFP3TNG	37JGVE	19		
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	SHARES				
	Identification code	CH0198251305				
b)	Nature of the transaction	GRANTING OF PI COST WHICH WI TO ACHIEVEMEN CONDITIONS	LL VEST	AFTER 3	YEARS SUBJECT	
c)	Price(s) and volume(s)			1		
		Price(s)		Volume	e(s)	
		25.28 GBP		21,994		
d)	Aggregated information		_			
	A care acted values	Price	Volur		Total	
	- Aggregated volume	25.28 GBP 21,994 556,008.32 GBP				
	- Price					
e)	Date of the transaction	2018-03-14				
f)	Place of the transaction	OUTSIDE A TRAI	DING VE	NUE		



1	Details of the person discharg	jing managerial res	ponsibi	lities /	person closely
a)	Name	MARCEL MARTIN			
2	Reason for the notification				
a)	Position/status	SUPPLY CHAIN D	IRECTO	R	
b)	Initial notification /Amendment	INITIAL NOTIFICA	ATION		
3	Details of the issuer, emission auctioneer or auction monitor		partici	pant, a	uction platform,
a)	Name	COCA-COLA HBO	CAG		
b)	LEI	549300EFP3TNG	7JGVE4	9	
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	SHARES			
	Identification code	CH0198251305			
b)	Nature of the transaction	GRANTING OF PE COST WHICH WIL TO ACHIEVEMEN CONDITIONS	LL VEST	AFTE	R 3 YEARS SUBJECT
c)	Price(s) and volume(s)	Price(s)		Volu	me(s)
		25.28 GBP		19,55	
d)	Aggregated information				
		Price	Volum	е	Total
	- Aggregated volume	25.28 GBP 19,550 494,224 GBP			
	- Price				
e)	Date of the transaction	2018-03-14			
f)	Place of the transaction	OUTSIDE A TRADING VENUE			



1	Details of the person discharging managerial responsibilities / person closely associated						
a)	Name	MICHALIS IMELL	OS				
2	Reason for the notification	l					
a)	Position/status	CHIEF FINANCIAL OFFICER					
b)	Initial notification /Amendment	INITIAL NOTIFICA	INITIAL NOTIFICATION				
3	Details of the issuer, emission auctioneer or auction monitor		partici	oant, auc	tion platform,		
a)	Name	COCA-COLA HBO	CAG				
b)	LEI	549300EFP3TNG	7JGVE4	9			
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	SHARES					
	Identification code	CH0198251305					
b)	Nature of the transaction	GRANTING OF PE COST WHICH WII TO ACHIEVEMEN CONDITIONS	LL VEST	AFTER 3	YEARS SUBJECT		
c)	Price(s) and volume(s)	District (1)					
		Price(s) 25.28 GBP		Volume 25,200	(S)		
d)	Aggregated information						
	- Aggregated volume	Price Volume Total					
	Aggregated volume	25.28 GBP 25,200 637,056 GBP					
	- Price		l		1		
e)	Date of the transaction	2018-03-14					
f)	Place of the transaction	OUTSIDE A TRADING VENUE					



1	Details of the person discharges	ging managerial res	sponsibilit	ies / person closely		
a)	Name	SANDA PAREZANOVIC				
2	Reason for the notification					
a)	Position/status	HUMAN RESOUR	CES DIREC	CTOR		
b)	Initial notification /Amendment	INITIAL NOTIFICA	ATION			
3	Details of the issuer, emission auctioneer or auction monito		t participa	nt, auction platform,		
a)	Name	COCA-COLA HB	C AG			
b)	LEI	549300EFP3TNG	7JGVE49			
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	SHARES				
	Identification code	CH0198251305				
b)	Nature of the transaction		LL VEST A	NCE SHARES AT NIL FTER 3 YEARS SUBJECT FORMANCE		
c)	Price(s) and volume(s)	Price(s)		/olume(s)		
		25.28 GBP		7,517		
d)	Aggregated information					
	- Aggregated volume	Price	Volume	Total		
		25.28 GBP	17,517	442,829.76 GBP		
	- Price		1			
e)	Date of the transaction	2018-03-14				
f)	Place of the transaction	OUTSIDE A TRADING VENUE				



1	Details of the person discharg	ing managerial res	ponsibi	lities /	person closely	
a)	Name	SOTIRIS YANNOPOULOS				
2	Reason for the notification					
a)	Position/status	REGIONAL DIREC	CTOR			
b)	Initial notification /Amendment	INITIAL NOTIFICA	ATION			
3	Details of the issuer, emission auctioneer or auction monitor		partici	pant, a	uction platform,	
a)	Name	COCA-COLA HBO	CAG			
b)	LEI	549300EFP3TNG	7JGVE4	9		
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	SHARES				
	Identification code	CH0198251305				
b)	Nature of the transaction	GRANTING OF PE COST WHICH WII TO ACHIEVEMEN CONDITIONS	L VEST	AFTE	R 3 YEARS SUBJECT	
c)	Price(s) and volume(s)			1		
		Price(s)			me(s)	
		25.28 GBP		19,79	94	
d)	Aggregated information		I			
	- Aggregated volume	Price	Volum		Total	
		25.28 GBP 19,794 500,392.32 GBP				
	- Price					
e)	Date of the transaction	2018-03-14				
f)	Place of the transaction	OUTSIDE A TRAD	ING VE	NUE		



1	Details of the person discharg	jing managerial res	ponsibi	lities	/ person closely		
a)	Name	PANAGIOTA KAL	PANAGIOTA KALOGERAKI				
2	Reason for the notification	l					
a)	Position/status	CHIEF CUSTOME	R & CON	MER	CIAL OFFICER		
b)	Initial notification /Amendment	INITIAL NOTIFICA	ATION				
3	Details of the issuer, emission auctioneer or auction monitor		: partici _l	pant,	auction platform,		
a)	Name	COCA-COLA HBO	CAG				
b)	LEI	549300EFP3TNG	7JGVE4	9			
4		f the transaction(s): section to be repeated for (i) each type of nt; (ii) each type of transaction; (iii) each date; and (iv) each place where					
a)	Description of the financial instrument, type of instrument	SHARES					
	Identification code	CH0198251305					
b)	Nature of the transaction	GRANTING OF PE COST WHICH WIL TO ACHIEVEMEN CONDITIONS	LL VEST	AFT	ER 3 YEARS SUBJECT		
c)	Price(s) and volume(s)	Price(s)		Volu	ıme(s)		
		25.28 GBP		18,5			
d)	Aggregated information						
		Price	Volum	е	Total		
	- Aggregated volume	25.28 GBP	18,572	2	469,500.16 GBP		
	- Price						
e)	Date of the transaction	2018-03-14					
f)	Place of the transaction	OUTSIDE A TRADING VENUE					



 $This \, notification \, is \, made \, in \, accordance \, with \, the \, requirements \, of the \, EU \, Market \, Abuse \, Regulation.$

For further information, please contact:

Jan Gustavsson

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