



FOR IMMEDIATE RELEASE

19 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 acquired ordinary shares of CHF 6.70 each ("Shares") in the Company on 16 March 2018 through their participation in the Company's Employee Share Purchase Plan ("ESPP").

PDMR	Number of Shares acquired under the ESPP	Share price
ZORAN BOGDANOVIC	149.59	€ 25.55417
ALAIN LAURENT BROUHARD	175.368	€ 25.55417
JAN GUSTAVSSON	92.366	€ 25.55417
RONALD KEITH SANDERS	64.11	€ 25.55417
MARCEL MARTIN	171.618	€ 25.55417
MICHALIS IMELLOS	44.073	€ 25.55417
SANDA PAREZANOVIC	30.635	€ 25.55417
SOTIRIS YANNOPOULOS	57.699	€ 25.55417
PANAGIOTA KALOGERAKI	54.345	€ 25.55417

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	ZORAN BOGDANOVIC						
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	COCA-COLA HBC AG ORDINARY SHARES OF CHF 6.70 EACH 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>25.55417 GBP</td> <td>149.59</td> </tr> </tbody> </table>	Price(s)	Volume(s)	25.55417 GBP	149.59		
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25.55417 GBP	149.59							
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Price	Volume	Total						
25.55417 GBP	149.59	GBP 3822.65						
e)	Date of the transaction	2018-03-16						
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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a)	Description of the financial instrument, type of instrument	COCA-COLA HBC AG ORDINARY SHARES OF CHF 6.70 EACH							
	Identification code	CH0198251305							
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Price	Volume	Total							
25.55417 GBP	175.368	GBP 4481.38							
	- Aggregated volume								
	- Price								
e)	Date of the transaction	2018-03-16							
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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	- Price							
e)	Date of the transaction	2018-03-16						
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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25.55417 GBP	64.11	GBP 1638.28						
e)	Date of the transaction	2018-03-16						
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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25.55417 GBP	171.618	GBP 4385.56						
e)	Date of the transaction	2018-03-16						
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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e)	Date of the transaction	2018-03-16						
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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							
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a)	Name	PANAGIOTA KALOGERAKI							
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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