

**FOR IMMEDIATE RELEASE**

**15 May 2018**

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

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

The Company has been notified that the following PDMR exercised share options and sold corresponding ordinary shares of CHF 6.70 each in the Company on 14 May 2018.

<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>			
a)	Description of the financial instrument, type of instrument	COCA-COLA HBC AG ORDINARY SHARES OF CHF 6.70 EACH ("SHARES")		
	Identification code	CH0198251305		
b)	Nature of the transaction	DUE TO UPCOMING EXPIRATION, EXERCISE OF 90,000 SHARE OPTIONS AT THE STRIKE PRICE OF GBP 7.69 AND SUBSEQUENT SALE OF SHARES AT GBP 25.21 PER SHARE, RESULTING IN THE NET AMOUNT OF APPROX GBP 1,569,426		
c)	Price(s) and volume(s)	<table border="1"><tr><td>Price(s)</td><td>Volume(s)</td></tr></table>	Price(s)	Volume(s)
Price(s)	Volume(s)			

		25.21 GBP	90,000
d)	Aggregated information - Aggregated volume - Price	Price 25.21 GBP	Volume 90,000
		Total 2,268,900 GBP	
e)	Date of the transaction	2018-05-14	
f)	Place of the transaction	XLON	

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