



FOR IMMEDIATE RELEASE

19 November 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 November 2018 through their participation in the Company’s Employee Share Purchase Plan (“ESPP”). The Company has been also contributing to the ESPP according to the rules and the respective acquisitions by the Company of Shares on behalf of the PDMRs on 16 November 2018 are also set out below.

PDMR	Number of Shares acquired by the PDMRs under the ESPP	Number of Shares acquired by the Company on behalf of the PDMRs under the ESPP	Share price
ZORAN BOGDANOVIC	159.556	40.188	€ 23.98417
ALAIN LAURENT BROUHARD	113.813	37.82	€ 23.98417
JAN GUSTAVSSON	100.499	42.511	€ 23.98417
RONALD KEITH SANDERS	139.498	41.308	€ 23.98417
MARCEL MARTIN	62.277	-	€ 23.98417
MICHALIS IMELLOS	47.949	47.33	€ 23.98417
SANDA PAREZANOVIC	34.19	32.90	€ 23.98417
SOTIRIS YANNOPOULOS	62.774	37.177	€ 23.98417
PANAGIOTA KALOGERAKI	61.056	-	€ 23.98417
NIKOLAOS KALAITZIDAKIS	31.911	27.502	€ 23.98417

The Notification of Dealing Forms for each PDMR and for the Company’s contributions 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	COCA-COLA HBC AG ORDINARY SHARES OF CHF 6.70 EACH							
	Identification code	CH0198251305							
b)	Nature of the transaction	PDMR'S CONTRIBUTION TO PURCHASE 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>23.98417 GBP</td> <td>159.556</td> </tr> </tbody> </table>		Price(s)	Volume(s)	23.98417 GBP	159.556		
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23.98417 GBP	159.556								
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Price	Volume	Total							
23.98417 GBP	159.556	GBP 3826.82							
	- Aggregated volume								
	- Price								
e)	Date of the transaction	2018-11-16							
f)	Place of the transaction	XLON							

5	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	COMPANY'S MATCHING CONTRIBUTION TO PURCHASE SHARES ON BEHALF OF PDMM UNDER THE COMPANY'S EMPLOYEE SHARE PURCHASE PLAN							
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Price	Volume	Total							
23.98417 GBP	40.188	GBP 963.88							
e)	Date of the transaction	2018-11-16							
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								
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									
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	Identification code	CH0198251305								
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	- Price								
e)	Date of the transaction	2018-11-16							
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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a)	Description of the financial instrument, type of instrument	COCA-COLA HBC AG ORDINARY SHARES OF CHF 6.70 EACH
	Identification code	CH0198251305
b)	Nature of the transaction	PD MR'S CONTRIBUTION TO PURCHASE SHARES UNDER THE COMPANY'S EMPLOYEE SHARE PURCHASE PLAN
c)	Price(s) and volume(s)	

		Price(s)	Volume(s)
		23.98417 GBP	100.499
d)	Aggregated information		
	- Aggregated volume	Price	Volume
	- Price	23.98417 GBP	100.499
		Total	GBP 2410.39
e)	Date of the transaction	2018-11-16	
f)	Place of the transaction	XLON	
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c)	Price(s) and volume(s)	Price(s)	Volume(s)
		23.98417 GBP	42.511
d)	Aggregated information		
	- Aggregated volume	Price	Volume
	- Price	23.98417 GBP	42.511
		Total	GBP 1019.59
e)	Date of the transaction	2018-11-16	
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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e)	Date of the transaction	2018-11-16							
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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23.98417 GBP	62.277	GBP 1493.66							
	- Aggregated volume								
	- Price								
e)	Date of the transaction	2018-11-16							
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	2018-11-16								
f)	Place of the transaction	XLON								
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e)	Date of the transaction	2018-11-16								
f)	Place of the transaction	XLON								

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
b)	LEI	549300EFP3TNG7JGVE49
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		Price(s)	Volume(s)
		23.98417 GBP	34.19
d)	Aggregated information		
	- Aggregated volume	Price	Volume
	- Price	23.98417 GBP	34.19
		Total	GBP 820.02
e)	Date of the transaction	2018-11-16	
f)	Place of the transaction	XLON	
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c)	Price(s) and volume(s)	Price(s)	Volume(s)
		23.98417 GBP	32.90
d)	Aggregated information		
	- Aggregated volume	Price	Volume
	- Price	23.98417 GBP	32.90
		Total	GBP 789.08
e)	Date of the transaction	2018-11-16	
f)	Place of the transaction	XLON	



1	Details of the person discharging managerial responsibilities / person closely associated								
a)	Name	SOTIRIS YANNOPOULOS							
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b)	Initial notification /Amendment	INITIAL NOTIFICATION							
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a)	Position/status	CHIEF CUSTOMER & COMMERCIAL OFFICER
b)	Initial notification /Amendment	INITIAL NOTIFICATION
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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	COCA-COLA HBC AG ORDINARY SHARES OF CHF 6.70 EACH							
	Identification code	CH0198251305							
b)	Nature of the transaction	PDMR'S CONTRIBUTION TO PURCHASE 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>23.98417 GBP</td> <td>61.056</td> </tr> </tbody> </table>		Price(s)	Volume(s)	23.98417 GBP	61.056		
Price(s)	Volume(s)								
23.98417 GBP	61.056								
d)	Aggregated information	<table border="1"> <thead> <tr> <th>Price</th> <th>Volume</th> <th>Total</th> </tr> </thead> <tbody> <tr> <td>23.98417 GBP</td> <td>61.056</td> <td>GBP 1464.38</td> </tr> </tbody> </table>		Price	Volume	Total	23.98417 GBP	61.056	GBP 1464.38
Price	Volume	Total							
23.98417 GBP	61.056	GBP 1464.38							
	- Aggregated volume								
	- Price								
e)	Date of the transaction	2018-11-16							
f)	Place of the transaction	XLON							

1	Details of the person discharging managerial responsibilities / person closely associated		
a)	Name	NIKOLAOS KALAITZIDAKIS	
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								
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	PDMR'S CONTRIBUTION TO PURCHASE 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 colspan="2">Volume(s)</th> </tr> </thead> <tbody> <tr> <td>23.98417 GBP</td> <td colspan="2">31.911</td> </tr> </tbody> </table>			Price(s)	Volume(s)		23.98417 GBP	31.911	
Price(s)	Volume(s)									
23.98417 GBP	31.911									
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>23.98417 GBP</td> <td>31.911</td> <td>GBP 765.36</td> </tr> </tbody> </table>			Price	Volume	Total	23.98417 GBP	31.911	GBP 765.36
Price	Volume	Total								
23.98417 GBP	31.911	GBP 765.36								
e)	Date of the transaction	2018-11-16								
f)	Place of the transaction	XLON								
5	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	COMPANY'S MATCHING CONTRIBUTION TO PURCHASE SHARES ON BEHALF OF PDMR UNDER THE COMPANY'S EMPLOYEE SHARE PURCHASE PLAN								
c)	Price(s) and volume(s)	<table border="1"> <thead> <tr> <th>Price(s)</th> <th colspan="2">Volume(s)</th> </tr> </thead> <tbody> <tr> <td></td> <td colspan="2"></td> </tr> </tbody> </table>			Price(s)	Volume(s)				
Price(s)	Volume(s)									



Coca-Cola
Hellenic Bottling Company

		23.98417 GBP	27.502	
d)	Aggregated information			
	- Aggregated volume	Price	Volume	Total
	- Price	23.98417 GBP	27.502	GBP 659.61
e)	Date of the transaction	2018-11-16		
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