

## Notification of Transactions of Directors/Persons Discharging Managerial Responsibility and Connected Persons

1.	Name of the <i>issuer</i>  COCA-COLA HBC AG	2.	State whether the notification relates to (i) a transaction notified in accordance with <i>DTR</i> 3.1.2 R, (ii) a disclosure made in accordance with section 793 of the Companies Act 2006, or (iii) in accordance with paragraph 26 of the Model Code  THIS NOTIFICATION RELATES TO A TRANSACTION NOTIFIED IN ACCORDANCE WITH DTR 3.1.2 R
3.	Name of person discharging managerial responsibilities/director  GERHARD SEIDL	4.	State whether notification relates to a person connected with a person discharging managerial responsibilities/director named in 3 and identify the connected person  N/A
5.	Indicate whether the notification is in respect of a holding of the person referred to in 3 or 4 above or in respect of a non-beneficial interest <sup>1</sup>  THE NOTIFICATION IS IN RESPECT OF THE PERSON NAMED IN (3) ABOVE	6.	Description of shares (including class), debentures or derivatives or financial instruments relating to shares  ORDINARY SHARES OF CHF 6.70 EACH
7.	Name of registered shareholders(s) and, if more than one, the number of shares held by each of them  GERHARD SEIDL	8.	State the nature of the transaction  EXERCISE OF EXECUTIVE SHARE OPTION AND SALE OF SHARES
9.	Number of shares, debentures or financial instruments relating to shares acquired  EXERCISE OF 8,500 OPTIONS	10.	Percentage of issued class acquired (treasury shares of that class should not be taken into account when calculating percentage)  APPROX 0.002%
11.	Number of shares, debentures or financial instruments relating to shares disposed  SALE OF 8,500 SHARES	12.	Percentage of issued class disposed (treasury shares of that class should not be taken into account when calculating percentage)  APPROX 0.002%
13.	Price per share or value of transaction 1. 5,000 OPTIONS EXERCISED AT £11.24 2. 3,500 OPTIONS EXERCISED AT £13.95 3. 8,500 SHARES SOLD AT £17.89	14.	Date and place of transaction  27 AUGUST 2013 –LONDON STOCK EXCHANGE

15.	Total holding following notification and total percentage holding following notification (any treasury shares should not be taken into account when calculating percentage) NO OF SHARES - HELD UNDER EMPLOYEE STOCK PURCHASE PLAN: 13,253 APPROX PERCENTAGE: 0.004%	16.	Date issuer informed of transaction  29 AUGUST 2013
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23.	Any additional information  N/A	24.	Name of contact and telephone number for queries JAN GUSTAVSSON GENERAL COUNSEL & COMPANY SECRETARY TEL: +41 41 726 01 37
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**Name of authorised officer of issuer responsible for making notification**

JAN GUSTAVSSON GENERAL COUNSEL & COMPANY SECRETARY

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**Date of notification** 29 AUGUST 2013