



FOR IMMEDIATE RELEASE

18 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 PDMRs acquired ordinary shares of CHF 6.70 each (“Shares”) in the Company on 17 May 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	146.012	€ 25.86041
ALAIN LAURENT BROUHARD	103.126	€ 25.86041
JAN GUSTAVSSON	90.158	€ 25.86041
RONALD KEITH SANDERS	62.577	€ 25.86041
MARCEL MARTIN	168.763	€ 25.86041
MICHALIS IMELLOS	43.019	€ 25.86041
SANDA PAREZANOVIC	29.903	€ 25.86041
SOTIRIS YANNOPOULOS	56.319	€ 25.86041
PANAGIOTA KALOGERAKI	53.442	€ 25.86041
NIKOLAOS KALAITZIDAKIS	25.391	€ 25.86041

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	COCA-COLA HBC AG ORDINARY SHARES OF CHF 6.70 EACH							
	Identification code	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>25.86041 GBP</td> <td>146.012</td> </tr> </tbody> </table>		Price(s)	Volume(s)	25.86041 GBP	146.012		
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Price	Volume	Total							
25.86041 GBP	146.012	GBP 3775.93							
	- Aggregated volume								
	- Price								
e)	Date of the transaction	2018-05-17							
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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	- Aggregated volume								
	- Price								
e)	Date of the transaction	2018-05-17							
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						
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						
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25.86041 GBP	90.158	GBP 2331.52						
e)	Date of the transaction	2018-05-17						
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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25.86041 GBP	62.577	GBP 1618.27						
e)	Date of the transaction	2018-05-17						
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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Price	Volume	Total							
25.86041 GBP	168.763	GBP 4364.28							
	- Aggregated volume								
	- Price								
e)	Date of the transaction	2018-05-17							
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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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							
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e)	Date of the transaction	2018-05-17							
f)	Place of the transaction	XLON							



1	Details of the person discharging managerial responsibilities / person closely associated							
a)	Name	SOTIRIS YANNOPOULOS						
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						
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1	Details of the person discharging managerial responsibilities / person closely associated								
a)	Name	PANAGIOTA KALOGERAKI							
2	Reason for the notification								
a)	Position/status	CHIEF CUSTOMER & COMMERCIAL OFFICER							
b)	Initial notification /Amendment	INITIAL NOTIFICATION							
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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								
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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