Coca-Cola HBC AG Turmstrasse 26 6312 Steinhausen Switzerland T +41 41 726 01 10 www.coca-colahellenic.com



### FOR IMMEDIATE RELEASE

15 March 2019

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

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

The Company has been notified that the following PDMRs have been granted at nil cost performance shares of CHF 6.70 each ("Shares") in the Company on 13 March 2019 through their participation in the Stock Option and Performance Share Award Plan ("PSP"). The performance shares will vest after three years subject to achievement of performance conditions.

| PDMR                   | Number of Shares granted<br>under the PSP | Share price |
|------------------------|---|-------------|
| ZORAN BOGDANOVIC       | 82,156                                    | £ 26.17     |
| ALAIN LAURENT BROUHARD | 19,337                                    | £ 26.17     |
| JAN GUSTAVSSON         | 21,954                                    | £ 26.17     |
| RONALD KEITH SANDERS   | 21,331                                    | £ 26.17     |
| MARCEL MARTIN          | 18,961                                    | £ 26.17     |
| MICHALIS IMELLOS       | 24,440                                    | £ 26.17     |
| SANDA PAREZANOVIC      | 17,427                                    | £ 26.17     |
| PANAGIOTA KALOGERAKI   | 18,589                                    | £ 26.17     |
| NIKOLAOS KALAITZIDAKIS | 16,265                                    | £ 26.17     |
| SEAN O'NEILL           | 11,452                                    | £ 26.17     |

The Notification of Dealing Forms for each PDMR can be found below.



# Hellenic Bottling Company

| 1  | Details of the person discharged associated   | jing managerial res  | sponsibi  | lities / | person closely    |  |
|----|---|--|-----------|----------|-------------------|--|
| a) | Name  | ZORAN BOGDAN   | IOVIC     |          |                   |  |
| 2  | Reason for the notification   |  |           |          |                   |  |
| a) | Position/status   | CHIEF EXECUTIV   | E OFFIC   | ER       |                   |  |
| b) | Initial notification<br>/Amendment  | INITIAL NOTIFICATION   |           |          |                   |  |
| 3  | Details of the issuer, emission auctioneer or auction monitor                                       |  | t partici | pant, a  | auction platform, |  |
| a) | Name  | COCA-COLA HBC AG   |           |          |                   |  |
| b) | LEI   | 549300EFP3TNG7JGVE49   |           |          |                   |  |
| 4  | Details of the transaction(s):<br>instrument; (ii) each type of the<br>transactions have been condu | ransaction; (iii) eac  |           |          |                   |  |
| a) | Description of the financial<br>instrument, type of<br>instrument                                   | SHARES   |           |          |                   |  |
|    | Identification code   | CH0198251305   |           |          |                   |  |
| b) | Nature of the transaction   | GRANTING OF PERFORMANCE SHARES AT NIL<br>COST WHICH WILL VEST AFTER THREE YEARS<br>SUBJECT TO ACHIEVEMENT OF PERFORMANCE<br>CONDITIONS AND WILL BE SUBJECT TO A<br>FURTHER TWO-YEAR HOLDING PERIOD<br>FOLLOWING THE THREE-YEAR PERFORMANCE |           |          |                   |  |
| c) | Price(s) and volume(s)  | PERIOD   |           |          |                   |  |
|    |   | Price(s)   |           | Volu     | me(s)             |  |
|    |   | 26.17 GBP  |           | 82,1     | 56                |  |
| d) | Aggregated information  |  |           | •        | /                 |  |
|    | - Aggregated volume   | Price Volume Total   |           |          |                   |  |
|    | - Price   | 26.17 GBP 82,156 2,150,022.52 GBP  |           |          |                   |  |
|    |   |  |           |          |                   |  |
| e) | Date of the transaction   | 2019-03-13   |           |          |                   |  |
| f) | Place of the transaction  | OUTSIDE A TRAD   | ING VE    | NUE      |                   |  |

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# Hellenic Bottling Company

| 1  | Details of the person dischar associated   | ging managerial res  | sponsibi   | lities / | person closely   |  |
|----|--|--|------------|----------|------------------|--|
| a) | Name   | ALAIN LAURENT  | BROUH      | ARD      |                  |  |
| 2  | Reason for the notification  |  |            |          |                  |  |
| a) | Position/status  | BUSINESS SOLUTIONS AND SYSTEMS DIRECTOR                        |            |          |                  |  |
| b) | Initial notification<br>/Amendment   | INITIAL NOTIFICATION   |            |          |                  |  |
| 3  | Details of the issuer, emissio<br>auctioneer or auction monito                                   |  | t particij | pant, ai | uction platform, |  |
| a) | Name   | COCA-COLA HBC AG   |            |          |                  |  |
| b) | LEI  | 549300EFP3TNG  | 7JGVE4     | 9        |                  |  |
| 4  | Details of the transaction(s):<br>instrument; (ii) each type of t<br>transactions have been cond | transaction; (iii) eac   |            |          | ••               |  |
| a) | Description of the financial<br>instrument, type of<br>instrument                                | SHARES   | SHARES     |          |                  |  |
|    | Identification code  | CH0198251305   |            |          |                  |  |
| b) | Nature of the transaction  | GRANTING OF PE<br>COST WHICH WI<br>SUBJECT TO AC<br>CONDITIONS | LL VEST    | AFTER    | THREE YEARS      |  |
| c) | Price(s) and volume(s)   |  |            | 1        |                  |  |
|    |  | Price(s)   |            | Volum    |                  |  |
|    |  | 26.17 GBP  |            | 19,33    | 7                |  |
| d) | Aggregated information   |  | 1          |          |                  |  |
|    | - Aggregated volume  | Price  | Volum      |          | Total            |  |
|    | Aggregated volume  | 26.17 GBP 19,337 506,049                                       |            |          |                  |  |
|    | - Price  |  | l          |          | <u> </u>         |  |
| e) | Date of the transaction  | 2019-03-13   |            |          |                  |  |
| f) | Place of the transaction   | OUTSIDE A TRADING VENUE  |            |          |                  |  |



# Hellenic Bottling Company

| 1  | Details of the person dischar associated   | ging managerial res   | sponsibi             | lities /       | person closely   |  |
|----|--|---|----------------------|----------------|------------------|--|
| a) | Name   | JAN GUSTAVSS  | NC                   |                |                  |  |
| 2  | Reason for the notification  |   |                      |                |                  |  |
| a) | Position/status  | GENERAL COUNSEL AND COMPANY SECRETARY                           |                      |                |                  |  |
| b) | Initial notification<br>/Amendment   | INITIAL NOTIFICATION  |                      |                |                  |  |
| 3  | Details of the issuer, emissio<br>auctioneer or auction monito                                   |   | t partici            | pant, ai       | uction platform, |  |
| a) | Name   | COCA-COLA HBC AG  |                      |                |                  |  |
| b) | LEI  | 549300EFP3TNG   | 549300EFP3TNG7JGVE49 |                |                  |  |
| 4  | Details of the transaction(s):<br>instrument; (ii) each type of t<br>transactions have been cond | transaction; (iii) eac  |                      |                | • .              |  |
| a) | Description of the financial<br>instrument, type of<br>instrument                                | SHARES  |                      |                |                  |  |
|    | Identification code  | CH0198251305  |                      |                |                  |  |
| b) | Nature of the transaction  | GRANTING OF PE<br>COST WHICH WI<br>SUBJECT TO ACI<br>CONDITIONS | LL VEST              | AFTER          | THREE YEARS      |  |
| c) | Price(s) and volume(s)   |   |                      |                |                  |  |
|    |  | Price(s)<br>26.17 GBP   |                      | Volum<br>21,95 |                  |  |
| d) | Aggregated information   |   | 1                    |                |                  |  |
|    | - Aggregated volume  | Price Volume Total   26.17 GBP 21,954 574,536.18 GBP            |                      |                |                  |  |
|    | - Price  |   |                      |                |                  |  |
| e) | Date of the transaction  | 2019-03-13  |                      |                |                  |  |
| f) | Place of the transaction   | OUTSIDE A TRADING VENUE   |                      |                |                  |  |



| 1  | Details of the person discharging managerial responsibilities / person closely associated                     |  |           |  |  |  |
|----|---|--|-----------|--|--|--|
| a) | Name  | RONALD KEITH SA                                      | ANDERS    |  |  |  |
| 2  | Reason for the notification   |  |           |  |  |  |
| a) | Position/status   | REGIONAL DIRECT                                      | FOR       |  |  |  |
| b) | Initial notification<br>/Amendment  | INITIAL NOTIFICA                                     | TION      |  |  |  |
| 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):<br>instrument; (ii) each type of to<br>transactions have been condu            | ransaction; (iii) each                               |           |  |  |  |
| a) | Description of the financial<br>instrument, type of<br>instrument   | SHARES   |           |  |  |  |
|    | Identification code   | CH0198251305   |           |  |  |  |
| b) | Nature of the transaction   | COST WHICH WIL                                       | L VEST AF | ICE SHARES AT NIL<br>TER THREE YEARS<br>T OF PERFORMANCE |  |  |
| c) | Price(s) and volume(s)  |  |           |  |  |  |
|    |   | Price(s)   |           | olume(s)   |  |  |
|    |   | 26.17 GBP  | 21        | 1,331  |  |  |
| d) | Aggregated information  | Price  | Volume    | Total  |  |  |
|    | - Aggregated volume   | Price Volume Fotal   26.17 GBP 21,331 558,232.27 GBP |           |  |  |  |
|    | - Price   |  |           |  |  |  |
|    |   |  |           |  |  |  |
| e) | Date of the transaction   | 2019-03-13   |           |  |  |  |
| f) | Place of the transaction  | OUTSIDE A TRADING VENUE                              |           |  |  |  |

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| 1  | Details of the person dischar associated  | ging managerial responsibilities / person closely               |                         |         |                   |  |
|----|---|---|-------------------------|---------|-------------------|--|
| a) | Name  | MARCEL MARTIN   | l                       |         |                   |  |
| 2  | Reason for the notification   |   |                         |         |                   |  |
| a) | Position/status   | SUPPLY CHAIN DIRECTOR   |                         |         |                   |  |
| b) | Initial notification<br>/Amendment  | INITIAL NOTIFICATION  |                         |         |                   |  |
| 3  | Details of the issuer, emissio<br>auctioneer or auction monito  |   | t particij              | pant, a | auction platform, |  |
| a) | Name  | COCA-COLA HBC AG  |                         |         |                   |  |
| b) | LEI   | 549300EFP3TNG   | 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<br>instrument, type of<br>instrument   | SHARES  |                         |         |                   |  |
|    | Identification code   | CH0198251305  |                         |         |                   |  |
| b) | Nature of the transaction   | GRANTING OF PE<br>COST WHICH WI<br>SUBJECT TO ACI<br>CONDITIONS | LL VEST                 | AFTE    |                   |  |
| c) | Price(s) and volume(s)  |   |                         |         |                   |  |
|    |   | Price(s)  |                         | Volu    | me(s)             |  |
|    |   | 26.17 GBP   |                         | 18,90   | 51                |  |
| d) | Aggregated information  |   | •                       |         |                   |  |
|    |   | Price   | Volum                   | е       | Total             |  |
|    | - Aggregated volume   | 26.17 GBP   | 496,209.37 GBP          |         |                   |  |
|    | - Price   |   |                         |         |                   |  |
| e) | Date of the transaction   | 2019-03-13  |                         |         |                   |  |
| f) | Place of the transaction  | OUTSIDE A TRAE  | OUTSIDE A TRADING VENUE |         |                   |  |



| 1  | Details of the person dischar associated   | ging managerial responsibilities / person closely               |                      |         |                  |
|----|--|---|----------------------|---------|------------------|
| a) | Name   | MICHALIS IMELL  | .OS                  |         |                  |
| 2  | Reason for the notification  |   |                      |         |                  |
| a) | Position/status  | CHIEF FINANCIAL OFFICER   |                      |         |                  |
| b) | Initial notification<br>/Amendment   | INITIAL NOTIFICATION  |                      |         |                  |
| 3  | Details of the issuer, emissio<br>auctioneer or auction monito                                   |   | t particij           | oant, a | uction platform, |
| a) | Name   | COCA-COLA HBC AG  |                      |         |                  |
| b) | LEI  | 549300EFP3TNG   | 549300EFP3TNG7JGVE49 |         |                  |
| 4  | Details of the transaction(s):<br>instrument; (ii) each type of t<br>transactions have been cond | transaction; (iii) eac  |                      |         | • •              |
| a) | Description of the financial<br>instrument, type of<br>instrument                                | SHARES  |                      |         |                  |
|    | Identification code  | CH0198251305  |                      |         |                  |
| b) | Nature of the transaction  | GRANTING OF PE<br>COST WHICH WI<br>SUBJECT TO ACI<br>CONDITIONS | LL VEST              | AFTER   | R THREE YEARS    |
| c) | Price(s) and volume(s)   |   |                      |         |                  |
|    |  | Price(s)  |                      | Volun   |                  |
|    |  | 26.17 GBP   |                      | 24,44   | 0                |
| d) | Aggregated information   |   |                      |         | 1                |
|    | - Aggregated volume  | Price   | Volum                |         | Total            |
|    | Aggregated volume  | 26.17 GBP 24,440 639,594.80 C                                   |                      |         |                  |
|    | - Price  |   |                      |         |                  |
| e) | Date of the transaction  | 2019-03-13  |                      |         |                  |
| f) | Place of the transaction   | OUTSIDE A TRAD  | DING VEI             | NUE     |                  |



| 1  | Details of the person discharging managerial responsibilities / person closely associated          |  |          |         |                  |  |
|----|--|--|----------|---------|------------------|--|
| a) | Name   | SANDA PAREZAN  | NOVIC    |         |                  |  |
| 2  | Reason for the notification  |  |          |         |                  |  |
| a) | Position/status  | HUMAN RESOUR   | CES DIRI | ECTO    | R                |  |
| b) | Initial notification<br>/Amendment   | INITIAL NOTIFICA   | ATION    |         |                  |  |
| 3  | Details of the issuer, emissior<br>auctioneer or auction monitor                                   |  | particip | oant, a | uction platform, |  |
| a) | Name   | COCA-COLA HBO  | CAG      |         |                  |  |
| b) | LEI  | 549300EFP3TNG7JGVE49   |          |         |                  |  |
| 4  | Details of the transaction(s):<br>instrument; (ii) each type of to<br>transactions have been condu | ransaction; (iii) eac  |          |         | • .              |  |
| a) | Description of the financial<br>instrument, type of<br>instrument                                  | SHARES   |          |         |                  |  |
|    | Identification code  | CH0198251305   |          |         |                  |  |
| b) | Nature of the transaction  | GRANTING OF PE<br>COST WHICH WIL<br>SUBJECT TO ACE<br>CONDITIONS | _L VEST  | AFTE    | R THREE YEARS    |  |
| c) | Price(s) and volume(s)   |  |          |         |                  |  |
|    |  | Price(s)   |          | Volur   |                  |  |
|    |  | 26.17 GBP  |          | 17,42   | .7               |  |
| d) | Aggregated information   | Dries  | Malura   |         | Tatal            |  |
|    | - Aggregated volume  | Price Volume Total   26.17 GBP 17.427 456.064.59 GBP             |          |         |                  |  |
|    |  | 26.17 GBP 17,427 456,064.59 GBP                                  |          |         |                  |  |
|    | - Price  |  |          |         |                  |  |
| e) | Date of the transaction  | 2019-03-13   |          |         |                  |  |
| f) | Place of the transaction   | OUTSIDE A TRADING VENUE  |          |         |                  |  |

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| 1  | Details of the person dischar associated   | ging managerial responsibilities / person closely               |                                     |                          |                   |  |
|----|--|---|-------------------------------------|--------------------------|-------------------|--|
| a) | Name   | PANAGIOTA KAL   | OGERA                               | <i< td=""><td></td></i<> |                   |  |
| 2  | Reason for the notification  |   |                                     |                          |                   |  |
| a) | Position/status  | CHIEF CUSTOME   | CHIEF CUSTOMER & COMMERCIAL OFFICER |                          |                   |  |
| b) | Initial notification<br>/Amendment   | INITIAL NOTIFIC   | INITIAL NOTIFICATION                |                          |                   |  |
| 3  | Details of the issuer, emissio<br>auctioneer or auction monito                                   |   | t particip                          | oant,                    | auction platform, |  |
| a) | Name   | COCA-COLA HB  | COCA-COLA HBC AG                    |                          |                   |  |
| b) | LEI  | 549300EFP3TNG   | 7JGVE4                              | 9                        |                   |  |
| 4  | Details of the transaction(s):<br>instrument; (ii) each type of t<br>transactions have been cond | transaction; (iii) eac  |                                     |                          |                   |  |
| a) | Description of the financial<br>instrument, type of<br>instrument                                | SHARES  |                                     |                          |                   |  |
|    | Identification code  | CH0198251305  |                                     |                          |                   |  |
| b) | Nature of the transaction  | GRANTING OF PE<br>COST WHICH WI<br>SUBJECT TO ACI<br>CONDITIONS | LL VEST                             | AFTE                     |                   |  |
| c) | Price(s) and volume(s)   |   |                                     |                          |                   |  |
|    |  | Price(s)  |                                     |                          | ime(s)            |  |
|    |  | 26.17 GBP   |                                     | 18,5                     | 89                |  |
| d) | Aggregated information   |   |                                     |                          |                   |  |
|    |  | Price   | Volume                              | е                        | Total             |  |
|    | - Aggregated volume  | 26.17 GBP 18,589 486,474.13 GBP                                 |                                     |                          |                   |  |
|    | - Price  |   |                                     |                          |                   |  |
| e) | Date of the transaction  | 2019-03-13  |                                     |                          |                   |  |
| f) | Place of the transaction   | OUTSIDE A TRAE  | DING VEN                            | NUE                      |                   |  |

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| 1  | Details of the person dischar<br>associated   | charging managerial responsibilities / person closely |                      |   |  |  |
|----|---|---|----------------------|---|--|--|
| a) | Name  | NIKOLAOS KALA   |                      | S   |  |  |
| 2  | Reason for the notification   |   |                      |   |  |  |
| a) | Position/status   | REGIONAL DIREC  | REGIONAL DIRECTOR    |   |  |  |
| b) | Initial notification<br>/Amendment  | INITIAL NOTIFIC                                       | INITIAL NOTIFICATION |   |  |  |
| 3  | Details of the issuer, emission auctioneer or auction monitor   |   | t participa          | ant, auction platform,                                      |  |  |
| a) | Name  | COCA-COLA HB  | COCA-COLA HBC AG     |   |  |  |
| b) | LEI   | 549300EFP3TNG   | 549300EFP3TNG7JGVE49 |   |  |  |
| 4  | Details of the transaction(s): section to be repeated for (i) each type of<br>instrument; (ii) each type of transaction; (iii) each date; and (iv) each place where<br>transactions have been conducted |   |                      |   |  |  |
| a) | Description of the financial<br>instrument, type of<br>instrument   | SHARES  |                      |   |  |  |
|    | Identification code   | CH0198251305  |                      |   |  |  |
| b) | Nature of the transaction   | COST WHICH WI   | LL VEST A            | NCE SHARES AT NIL<br>AFTER THREE YEARS<br>NT OF PERFORMANCE |  |  |
| c) | Price(s) and volume(s)  |   |                      |   |  |  |
|    |   | Price(s)<br>26.17 GBP                                 |                      | Volume(s)<br>16,265   |  |  |
|    |   |   |                      | -,  |  |  |
| d) | Aggregated information  |   |                      | <b>T</b>  |  |  |
|    | - Aggregated volume   | Price<br>26.17 GBP                                    | Volume<br>16,265     | Total<br>425,655.05 GBP                                     |  |  |
|    | - Price   |   |                      |   |  |  |
| e) | Date of the transaction   | 2019-03-13  |                      |   |  |  |
| f) | Place of the transaction  | OUTSIDE A TRADING VENUE                               |                      |   |  |  |

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| 1  | Details of the person dischar associated  | ging managerial responsibilities / person closely               |            |         |                   |
|----|---|---|------------|---------|-------------------|
| a) | Name  | SEAN O'NEILL  |            |         |                   |
| 2  | Reason for the notification   |   |            |         |                   |
| a) | Position/status   | PUBLIC AFFAIRS & COMMUNICATION DIRECTOR                         |            |         |                   |
| b) | Initial notification<br>/Amendment  | INITIAL NOTIFICATION  |            |         |                   |
| 3  | Details of the issuer, emissio<br>auctioneer or auction monito  |   | t particip | oant, a | auction platform, |
| a) | Name  | COCA-COLA HBC AG  |            |         |                   |
| b) | LEI   | 549300EFP3TNG7JGVE49  |            |         |                   |
| 4  | Details of the transaction(s): section to be repeated for (i) each type of<br>instrument; (ii) each type of transaction; (iii) each date; and (iv) each place where<br>transactions have been conducted |   |            |         |                   |
| a) | Description of the financial<br>instrument, type of<br>instrument   | SHARES  |            |         |                   |
|    | Identification code   | CH0198251305  |            |         |                   |
| b) | Nature of the transaction   | GRANTING OF PE<br>COST WHICH WI<br>SUBJECT TO ACI<br>CONDITIONS | LL VEST    | AFTE    |                   |
| c) | Price(s) and volume(s)  |   |            |         |                   |
|    |   | Price(s)  |            | Volu    | me(s)             |
|    |   | 26.17 GBP   |            | 11,4    | 52                |
| d) | Aggregated information  |   | -          |         |                   |
|    |   | Price   | Volum      | е       | Total             |
|    | - Aggregated volume   | 26.17 GBP 11,452 299,6  |            |         | 299,698.84 GBP    |
|    | - Price   |   |            |         |                   |
| e) | Date of the transaction   | 2019-03-13  |            |         |                   |
| f) | Place of the transaction  | OUTSIDE A TRAD  | DING VEI   | NUE     |                   |



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