

**FOR IMMEDIATE RELEASE**

**20 February 2017**

**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 February 2017 through their participation in the Company's Employee Share Purchase Plan ("ESPP").

PDMR	Number of Shares acquired under the ESPP	Share price
DIMITRIOS LOIS	340.176	£ 18.92885
ALAIN LAURENT BROUHARD	45.356	£ 18.92885
JAN GUSTAVSSON	118.93	£ 18.92885
RONALD KEITH SANDERS	49.734	£ 18.92885
MARCEL MARTIN	43.307	£ 18.92885
MICHALIS IMELLOS	56.471	£ 18.92885
SANDA PAREZANOVIC	39.069	£ 18.92885
SOTIRIS YANNOPOULOS	73.91	£ 18.92885
ZORAN BOGDANOVIC	111.333	£ 18.92885
PANAGIOTA KALOGERAKI	63.251	£ 18.92885

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

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 February 2017 are set out below.

PDMR	Number of Shares acquired under the ESPP	Share price
DIMITRIOS LOIS	102.052	£ 18.92885
ALAIN LAURENT BROUHARD	45.356	£ 18.92885
JAN GUSTAVSSON	50.969	£ 18.92885
RONALD KEITH SANDERS	49.734	£ 18.92885
MICHALIS IMELLOS	56.471	£ 18.92885
SANDA PAREZANOVIC	39.069	£ 18.92885
SOTIRIS YANNOPOULOS	44.346	£ 18.92885
ZORAN BOGDANOVIC	47.713	£ 18.92885

The Notification of Dealing Forms for each PDMR and for the Company's contributions can be found below.

<b>1</b>	<b>Details of the person discharging managerial responsibilities / person closely associated</b>	
a)	Name	DIMITRIOS LOIS
<b>2</b>	<b>Reason for the notification</b>	
a)	Position/status	CHIEF EXECUTIVE OFFICER
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  Identification code	ORDINARY SHARES  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>18.92885 GBP</td> <td>340.176</td> </tr> </tbody> </table>	Price(s)	Volume(s)	18.92885 GBP	340.176		
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18.92885 GBP	340.176							
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Price	Volume	Total						
18.92885 GBP	340.176	6439.14 GBP						
e)	Date of the transaction	2017-02-16						
f)	Place of the transaction	XLON						

<b>1</b>	<b>Details of the person discharging managerial responsibilities / person closely associated</b>	
a)	Name	ALAIN LAURENT BROUHARD
<b>2</b>	<b>Reason for the notification</b>	
a)	Position/status	BUSINESS SOLUTIONS AND SYSTEMS DIRECTOR
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>							
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18.92885 GBP	45.356							
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Price	Volume	Total						
18.92885 GBP	45.356	858.54 GBP						
e)	Date of the transaction	2017-02-16						
f)	Place of the transaction	XLON						

<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  Identification code	ORDINARY SHARES  CH0198251305						
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Price	Volume	Total						
18.92885 GBP	118.93	2251.21 GBP						
e)	Date of the transaction	2017-02-16						
f)	Place of the transaction	XLON						

<b>1</b>	<b>Details of the person discharging managerial responsibilities / person closely associated</b>	
a)	Name	RONALD KEITH SANDERS
<b>2</b>	<b>Reason for the notification</b>	
a)	Position/status	REGIONAL DIRECTOR
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  Identification code	ORDINARY SHARES  CH0198251305						
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18.92885 GBP	49.734							
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Price	Volume	Total						
18.92885 GBP	49.734	941.41 GBP						
e)	Date of the transaction	2017-02-16						
f)	Place of the transaction	XLON						

<b>1</b>	<b>Details of the person discharging managerial responsibilities / person closely associated</b>	
a)	Name	MARCEL MARTIN
<b>2</b>	<b>Reason for the notification</b>	
a)	Position/status	SUPPLY CHAIN DIRECTOR
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  Identification code	ORDINARY SHARES  CH0198251305						
b)	Nature of the transaction	PURCHASE OF SHARES UNDER THE COMPANY'S EMPLOYEE SHARE PURCHASE PLAN						
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18.92885 GBP	43.307							
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Price	Volume	Total						
18.92885 GBP	43.307	819.75 GBP						
e)	Date of the transaction	2017-02-16						
f)	Place of the transaction	XLON						

<b>1</b>	<b>Details of the person discharging managerial responsibilities / person closely associated</b>	
a)	Name	MICHALIS IMELLOS
<b>2</b>	<b>Reason for the notification</b>	
a)	Position/status	CHIEF FINANCIAL OFFICER
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>							
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18.92885 GBP	56.471							
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Price	Volume	Total						
18.92885 GBP	56.471	1068.93 GBP						
e)	Date of the transaction	2017-02-16						
f)	Place of the transaction	XLON						

<b>1</b>	<b>Details of the person discharging managerial responsibilities / person closely associated</b>	
a)	Name	SANDA PAREZANOVIC
<b>2</b>	<b>Reason for the notification</b>	
a)	Position/status	HUMAN RESOURCES DIRECTOR
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



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Price	Volume	Total						
18.92885 GBP	39.069	739.53 GBP						
e)	Date of the transaction	2017-02-16						
f)	Place of the transaction	XLON						

<b>1</b>	<b>Details of the person discharging managerial responsibilities / person closely associated</b>	
a)	Name	SOTIRIS YANNOPOULOS
<b>2</b>	<b>Reason for the notification</b>	
a)	Position/status	REGIONAL DIRECTOR
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

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Price	Volume	Total						
18.92885 GBP	73.91	1399.03 GBP						
e)	Date of the transaction	2017-02-16						
f)	Place of the transaction	XLON						

<b>1</b>	<b>Details of the person discharging managerial responsibilities / person closely associated</b>	
a)	Name	ZORAN BOGDANOVIC
<b>2</b>	<b>Reason for the notification</b>	
a)	Position/status	REGIONAL DIRECTOR
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

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Price	Volume	Total						
18.92885 GBP	111.333	2107.41 GBP						
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<b>1</b>	<b>Details of the person discharging managerial responsibilities / person closely associated</b>	
a)	Name	PANAGIOTA KALOGERAKI
<b>2</b>	<b>Reason for the notification</b>	
a)	Position/status	COMMERCIAL DIRECTOR
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
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<b>1</b>	<b>Details of the person discharging managerial responsibilities / person closely associated</b>	
a)	Name	DIMITRIOS LOIS
<b>2</b>	<b>Reason for the notification</b>	
a)	Position/status	CHIEF EXECUTIVE OFFICER
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>	
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<b>1</b>	<b>Details of the person discharging managerial responsibilities / person closely associated</b>	
a)	Name	ALAIN LAURENT BROUHARD
<b>2</b>	<b>Reason for the notification</b>	
a)	Position/status	BUSINESS SOLUTIONS AND SYSTEMS DIRECTOR
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e)	Date of the transaction	2017-02-16						
f)	Place of the transaction	XLON						

<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  Identification code	ORDINARY SHARES  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>18.92885 GBP</td> <td>50.969</td> </tr> </tbody> </table>	Price(s)	Volume(s)	18.92885 GBP	50.969		
Price(s)	Volume(s)							
18.92885 GBP	50.969							
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>18.92885 GBP</td> <td>50.969</td> <td>964.78 GBP</td> </tr> </tbody> </table>	Price	Volume	Total	18.92885 GBP	50.969	964.78 GBP
Price	Volume	Total						
18.92885 GBP	50.969	964.78 GBP						
e)	Date of the transaction	2017-02-16						
f)	Place of the transaction	XLON						

<b>1</b>	<b>Details of the person discharging managerial responsibilities / person closely associated</b>	
a)	Name	RONALD KEITH SANDERS
<b>2</b>	<b>Reason for the notification</b>	
a)	Position/status	REGIONAL DIRECTOR
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  Identification code	ORDINARY SHARES  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>18.92885 GBP</td> <td>49.734</td> </tr> </tbody> </table>	Price(s)	Volume(s)	18.92885 GBP	49.734		
Price(s)	Volume(s)							
18.92885 GBP	49.734							
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>18.92885 GBP</td> <td>49.734</td> <td>941.41 GBP</td> </tr> </tbody> </table>	Price	Volume	Total	18.92885 GBP	49.734	941.41 GBP
Price	Volume	Total						
18.92885 GBP	49.734	941.41 GBP						
e)	Date of the transaction	2017-02-16						
f)	Place of the transaction	XLON						

<b>1</b>	<b>Details of the person discharging managerial responsibilities / person closely associated</b>	
a)	Name	MICHALIS IMELLOS
<b>2</b>	<b>Reason for the notification</b>	
a)	Position/status	CHIEF FINANCIAL OFFICER
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  Identification code	ORDINARY SHARES  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>18.92885 GBP</td> <td>56.471</td> </tr> </tbody> </table>	Price(s)	Volume(s)	18.92885 GBP	56.471		
Price(s)	Volume(s)							
18.92885 GBP	56.471							
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>18.92885 GBP</td> <td>56.471</td> <td>1068.93 GBP</td> </tr> </tbody> </table>	Price	Volume	Total	18.92885 GBP	56.471	1068.93 GBP
Price	Volume	Total						
18.92885 GBP	56.471	1068.93 GBP						
e)	Date of the transaction	2017-02-16						
f)	Place of the transaction	XLON						

<b>1</b>	<b>Details of the person discharging managerial responsibilities / person closely associated</b>	
a)	Name	SANDA PAREZANOVIC
<b>2</b>	<b>Reason for the notification</b>	
a)	Position/status	HUMAN RESOURCES DIRECTOR
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  Identification code	ORDINARY SHARES  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>18.92885 GBP</td> <td>39.069</td> </tr> </tbody> </table>	Price(s)	Volume(s)	18.92885 GBP	39.069		
Price(s)	Volume(s)							
18.92885 GBP	39.069							
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>18.92885 GBP</td> <td>39.069</td> <td>739.53 GBP</td> </tr> </tbody> </table>	Price	Volume	Total	18.92885 GBP	39.069	739.53 GBP
Price	Volume	Total						
18.92885 GBP	39.069	739.53 GBP						
e)	Date of the transaction	2017-02-16						
f)	Place of the transaction	XLON						

<b>1</b>	<b>Details of the person discharging managerial responsibilities / person closely associated</b>	
a)	Name	SOTIRIS YANNOPOULOS
<b>2</b>	<b>Reason for the notification</b>	
a)	Position/status	REGIONAL DIRECTOR
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  Identification code	ORDINARY SHARES  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>18.92885 GBP</td> <td>44.346</td> </tr> </tbody> </table>	Price(s)	Volume(s)	18.92885 GBP	44.346		
Price(s)	Volume(s)							
18.92885 GBP	44.346							
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>18.92885 GBP</td> <td>44.346</td> <td>839.42 GBP</td> </tr> </tbody> </table>	Price	Volume	Total	18.92885 GBP	44.346	839.42 GBP
Price	Volume	Total						
18.92885 GBP	44.346	839.42 GBP						
e)	Date of the transaction	2017-02-16						
f)	Place of the transaction	XLON						

<b>1</b>	<b>Details of the person discharging managerial responsibilities / person closely associated</b>	
a)	Name	ZORAN BOGDANOVIC
<b>2</b>	<b>Reason for the notification</b>	
a)	Position/status	REGIONAL DIRECTOR
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  Identification code	ORDINARY SHARES  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>18.92885 GBP</td> <td>47.713</td> </tr> </tbody> </table>		Price(s)	Volume(s)	18.92885 GBP	47.713		
Price(s)	Volume(s)								
18.92885 GBP	47.713								
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>18.92885 GBP</td> <td>47.713</td> <td>903.15 GBP</td> </tr> </tbody> </table>		Price	Volume	Total	18.92885 GBP	47.713	903.15 GBP
Price	Volume	Total							
18.92885 GBP	47.713	903.15 GBP							
e)	Date of the transaction	2017-02-16							
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