Alternative performance measures

The Group uses certain Alternative Performance Measures (APMs) in making financial, operating and planning decisions as well as in evaluating and reporting its performance. These APMs provide additional insights and understanding to the Group's underlying operating and financial performance, financial condition and cash flow. The APMs should be read in conjunction with and do not replace by any means the directly reconcilable IFRS line items.

Definitions and reconciliations of Alternative Performance Measures (APMs)

1. Comparable APMs[1]

In discussing the performance of the Group, "comparable" measures are used, which are calculated by deducting from the directly reconcilable IFRS measures the impact of the Group's restructuring costs, the mark-to-market valuation of the commodity hedging activity and certain other tax items, which are collectively considered as items impacting comparability, due to their nature. More specifically the following items are considered as items that impact comparability:

1. Restructuring costs
   Restructuring costs comprise costs arising from significant changes in the way the Group conducts business, such as significant supply chain infrastructure changes, outsourcing of activities and centralisation of processes. These costs are included within the income statement line 'Operating expenses'. However, they are excluded from the comparable results in order for the user to obtain a better understanding of the Group's operating and financial performance achieved from underlying activity.
2. Commodity hedging
   The Group has entered into certain commodity derivative transactions in order to hedge its exposure to commodity price risk. Although these transactions are economic hedging activities that aim to manage our exposure to sugar, aluminium and gasoil price volatility, they do not qualify for hedge accounting. In addition, the Group recognises certain derivatives embedded within commodity purchase contracts that have been accounted for as stand-alone derivatives and do not qualify for hedge accounting. The fair value gains and losses on the derivatives and embedded derivatives are immediately recognised in the income statement in the cost of goods sold and operating expenses line items. The Group's comparable results exclude the gains or losses resulting from the mark-to-market valuation of these derivatives and embedded derivatives. These gains or losses are reflected in the comparable results in the period when the underlying transactions occur, to match the profit or loss to that of the corresponding underlying transactions. We believe this adjustment provides useful information related to the impact of our economic risk management activities.
3. Other tax items
   Other tax items represent the tax impact of changes in income tax rates affecting the opening balance of deferred tax arising during the year, included in the Tax line item of the income statement. These are excluded from comparable after-tax results in order for the user to obtain a better understanding of the Group's underlying financial performance.

1. Comparable APMs refer to comparable cost of goods sold, comparable gross profit, comparable operating expenses, comparable EBIT, comparable EBIT margin, comparable Adjusted EBITDA, comparable tax, comparable net profit and comparable EPS.

The Group discloses comparable performance measures to enable users to focus on the underlying performance of the business on a basis which is common to both periods for which these measures are presented.

The reconciliation of comparable measures to the directly related measures calculated in accordance with IFRS is as follows:

Reconciliation of comparable financial indicators (numbers in € million except per share data)

	2016							
	Cost of goods sold	**Gross profit**	**Operating expenses**	**EBIT**	**Adjusted EBITDA**	**Tax**	**Net profit[1]**	**EPS (€)**
As reported	**(3,920)**	**2,299**	**(1,793)**	**506**	**846**	**(114)**	**344**	**0.949**
Restructuring costs	**–**	**–**	**38**	**38**	**20**	**(8)**	**30**	**0.082**
Commodity hedging	**(25)**	**(25)**	**(2)**	**(27)**	**(27)**	**8**	**(19)**	**(0.052)**
Other tax items	**–**	**–**	**–**	**–**	**–**	**(2)**	**(2)**	**(0.007)**
Comparable	**(3,945)**	**2,274**	**(1,757)**	**518**	**839**	**(117)**	**352**	**0.972**

	2015							
	Cost of goods sold	Gross profit	Operating expenses	EBIT	Adjusted EBITDA	Tax	Net profit[1]	EPS (€)
As reported	(4,019)	2,327	(1,909)	418	766	(76)	280	0.771
Restructuring costs	–	–	54	54	36	(12)	43	0.119
Commodity hedging	1	1	–	1	1	–	1	0.002
Other tax items	–	–	–	–	–	(10)	(10)	(0.028)
Comparable	(4,018)	2,328	(1,855)	473	804	(99)	314	0.864

Figures are rounded.
1. Net profit and comparable net profit refer to net profit and comparable net profit respectively after tax attributable to owners of the parent. Net profit for 2015 includes € 1 million from restructuring within joint ventures.

Reconciliation of Comparable EBIT per reportable segment (numbers in € million)

	2016			
	Established	**Developing**	**Emerging**	**Consolidated**
EBIT	**237**	**93**	**177**	**506**
Restructuring costs	**9**	**6**	**22**	**38**
Commodity hedging	**(4)**	**(2)**	**(21)**	**(27)**
Comparable EBIT	**242**	**97**	**178**	**518**

	2015			
	Established	Developing	Emerging	Consolidated
EBIT	171	87	160	418
Restructuring costs	24	9	21	54
Commodity hedging	4	2	(5)	1
Comparable EBIT	199	99	176	473

Figures are rounded.

2. FX-neutral APMs

A business like ours, operating in 28 countries and with many different currencies, is bound to be affected by foreign exchange movements, and we report our financial results to reflect this. However, we manage the business against targets which are set to be comparable between years and within them, for otherwise foreign currency movements would undermine our ability to drive the business forward and control it. Through this Report, as in previous years, we will highlight comparable results and foreign-exchange-neutral results as well as the audited results which reflect the actual foreign currency effects experienced. It is through the relentless focus on managing by using comparable figures that we have succeeded in delivering significantly improved performance, although we recognise that in the shorter term currency movements may distort the underlying trends.

The Group therefore also evaluates its operating and financial performance on an FX-neutral basis (i.e. without giving effect to the impact of variation of foreign currency exchange rates from period to period). FX-neutral APMs are calculated by adjusting prior period amounts for the impact of exchange rates applicable to the current period. FX-neutral measures enable users to focus on the performance of the business on a basis which is not affected by changes in foreign currency exchange rates applicable to the Group's operating activities from period to period. The most common FX-neutral measures used by the Group are:

1. FX-neutral net sales revenue and FX-neutral net sales revenue per unit case
   FX-neutral net sales revenue and FX-neutral net sales revenue per unit case are calculated by adjusting prior-period net sales revenue for the impact of changes in exchange rates applicable in the current period.
2. FX-neutral comparable input costs per unit case
   FX-neutral comparable input costs per unit case is calculated by adjusting prior-period commodity costs and more specifically, sugar, resin, aluminium and fuel commodity costs, excluding commodity hedging as described above; and other raw materials costs for the impact of changes in exchange rates applicable in the current period.

The calculations of the FX-neutral APMs and the reconciliation to the most directly related measures calculated in accordance with IFRS are as follows:

Reconciliation of FX-neutral net sales revenue per unit case (numbers in € million unless otherwise stated)

	2016			
	Established	**Developing**	**Emerging**	**Consolidated**
Net sales revenue	**2,408**	**1,094**	**2,717**	**6,219**
Currency impact	**–**	**–**	**–**	**–**
FX-neutral net sales revenue	**2,408**	**1,094**	**2,717**	**6,219**
Volume (m unit cases)	**607**	**383**	**1,068**	**2,058**
FX-neutral net sales revenue per unit case (€)	**3.97**	**2.85**	**2.54**	**3.02**

	2015			
	Established	Developing	Emerging	Consolidated
Net sales revenue	2,486	1,092	2,769	6,346
Currency impact	(28)	(18)	(262)	(308)
FX-neutral net sales revenue	2,458	1,074	2,506	6,038
Volume (m unit cases)	621	379	1,055	2,055
FX-neutral net sales revenue per unit case (€)	3.96	2.84	2.38	2.94

Figures are rounded.

Alternative performance measures continued

2. Other APMs

Adjusted EBITDA

Adjusted EBITDA is calculated by adding back to operating profit the depreciation and impairment of property, plant and equipment, the amortisation and impairment of intangible assets, the employee share option and performance share costs and items, if any, reported in the line Other non-cash items of the consolidated cash flow statement. Adjusted EBITDA is intended to provide useful information to analyse the Group's operating performance excluding the impact of operating non-cash items as defined above. It is also intended to measure the level of financial leverage of the Group by comparing Adjusted EBITDA to Net debt.

Adjusted EBITDA is not a measure of profitability and liquidity under IFRS and has limitations, some of which are as follows: Adjusted EBITDA does not reflect our cash expenditures, or future requirements, for capital expenditures or contractual commitments; Adjusted EBITDA does not reflect changes in, or cash requirements for, our working capital needs; and although depreciation and amortisation are non-cash charges, the assets being depreciated and amortised will often have to be replaced in the future, and Adjusted EBITDA does not reflect any cash requirements for such replacements. Because of these limitations, Adjusted EBITDA should not be considered as a measure of discretionary cash available to us and should be used only as a supplementary APM.

Free cash flow

Free cash flow is an APM used by the Group and defined as cash generated by operating activities after payments for purchases of property, plant and equipment net of proceeds from sales of property, plant and equipment and including principal repayments of finance lease obligations. Free cash flow is intended to measure the cash generation from the Group's business, based on operating activities, including the efficient use of working capital and taking into account its net payments for purchases of property, plant and equipment. The Group considers the purchase and disposal of property, plant and equipment as ultimately non-discretionary since ongoing investment in plant, machinery, technology and marketing equipment, including coolers, is required to support the day-to-day operations and the CCHBC Group's growth prospects. The Group presents free cash flow because it believes the measure assists users of the financial statements in understanding the Group's cash-generating performance as well as availability for interest payment, dividend distribution and own retention. The free cash flow measure is used by management for its own planning and reporting purposes since it provides information on operating cash flows, working capital changes and net capital expenditure that local managers are most directly able to influence.

Free cash flow is not a measure of cash generation under IFRS and has limitations, some of which are as follows: free cash flow does not represent the Group's residual cash flow available for discretionary expenditures since the Group has debt payment obligations that are not deducted from the measure; free cash flow does not deduct cash flows used by the Group in other investing and financing activities; and free cash flow does not deduct certain items settled in cash. Furthermore, other companies in the industry in which the Group operates may calculate free cash flow differently, limiting its usefulness as a comparative measure.

Capital expenditure

The Group uses capital expenditure as an APM to ensure that its cash spending is in line with its overall strategy for the use of cash. Capital expenditure is defined as payments for purchases of property, plant and equipment plus principal repayments of finance lease obligations less proceeds from sale of property, plant and equipment.

The following table illustrates how Adjusted EBITDA, free cash flow and capital expenditure are calculated:

	2016 € million	2015 € million
Operating profit (EBIT)	**506**	418
Depreciation and impairment of property, plant and equipment	**332**	340
Amortisation of intangible assets	**–**	–
Employee share options and performance shares	**8**	9
Other non-cash items included in operating income	**(1)**	(1)
Adjusted EBITDA	**846**	**766**
(Gains) / losses on disposal of non-current assets	**(3)**	2
Decrease in working capital	**12**	44
Tax paid	**(92)**	(73)
Net cash from operating activities	**763**	**740**
Payments for purchases of property, plant and equipment	**(348)**	(332)
Principal repayments of finance lease obligations	**(20)**	(14)
Proceeds from sale of property, plant and equipment	**36**	18
Capital expenditure	**(332)**	**(328)**
Net cash from operating activities	**763**	739
Capital expenditure	**(332)**	(328)
Free cash flow	**431**	**412**

Figures are rounded.

Net debt

Net debt is an APM used by management to evaluate the Group's capital structure and leverage. Net debt is defined as short-term borrowings plus long-term borrowings less cash and cash equivalents as illustrated below:

	As at 31 December	
	2016 € million	2015 € million
Long-term borrowings	**1,468**	923
Short-term borrowings	**157**	782
Cash and cash equivalents	**(573)**	(487)
Net debt	**1,051**	**1,217**

Figures are rounded.

Assurance statement

Independent Assurance Statement on the 2016 Integrated Annual Report

To the management and stakeholders of Coca-Cola Hellenic Bottling Company AG:

denkstatt GmbH was commissioned by Coca-Cola Hellenic Bottling Company AG (hereinafter referred to as "the Company") to provide independent third-party assurance, in accordance with the AA1000 Assurance Standard (AA1000AS), for the printed and downloadable pdf versions of the Company's 2016 Integrated Annual Report (hereinafter referred to as "the Report"). We have reviewed all sustainability-relevant content and data included in the Report. Financial data were not reviewed as part of this process.

The assurance engagement covered the nature and extent of the Company's incorporation of the principles of inclusivity, materiality and responsiveness for stakeholder dialogue contained in the AA1000 Series. The application level of the Global Reporting Initiative (GRI G4), the GRI G4 Food Processing Sector Supplement and the CDSB Climate Change Reporting Framework have been verified.

Management responsibilities

The Company's management is responsible for preparing the Report, statements within it and related website content. Management is also responsible for identifying stakeholders and material issues, defining commitments with respect to sustainability performance, and for establishing and maintaining appropriate performance management and internal control systems from which reported information is derived.

The Company's management is also responsible for establishing data collection and internal control systems to ensure reliable reporting, specifying acceptable reporting criteria and selecting data to be collected for the purposes of the Report. Management responsibilities also extend to preparing the Report in accordance with the GRI G4 Sustainability Reporting Guidelines.

Assurance provider's responsibilities

Our responsibilities are to:

- express our conclusions and make recommendations on the nature and extent of the Company's adherence to the AA1000 Accountability Principles Standard (APS);
- express our conclusions on the reliability of the information in the Report, and whether it is in accordance with the criteria in the GRI G4 guidelines;
- express our conclusions and make recommendations on the nature and extent of the Company's adherence to the CDSB Climate Change Reporting Framework.

Our team of experts has extensive professional experience of assurance engagements related to non-financial information and sustainability management, meaning it is qualified to conduct this independent assurance engagement. During 2016 we did not perform any tasks or services for the Company or other clients which would lead to a conflict of interest, nor were we responsible for the preparation of any part of the Report.

Scope, standards and criteria used

We have fulfilled our responsibilities to provide appropriate assurance that the information in the Report is free of material misstatements. We planned and carried out our work based on the GRI G4 guidelines, the AA1000 Series and the CDSB Climate Change Reporting Framework. We used the criteria in AA1000APS to perform a Type 2 engagement and to provide high assurance regarding the nature and extent of the Company's adherence to the principles of inclusivity, materiality and responsiveness.

Methodology, approach, limitations and scope of work

We planned and carried out our work in order to obtain all the evidence, information and explanations that we considered necessary in relation to the above responsibilities. Our work included the following procedures, which involved a range of evidence-gathering activities.

- Gathering information and conducting interviews with members of the executive management, staff from the sustainability department, the human resources department, the procurement department, the product quality and safety department and the public affairs and communication department, as well as various Group-level functional managers, regarding the Company's adherence to the principles of inclusivity, materiality and responsiveness. This includes the commitment of the Company's management to these principles, the existence of systems and procedures to support adherence to the principles, and the embedding of the principles at country level. The key topics of the interviews conducted at Group level were: human rights and diversity, corporate governance, business ethics and anti-corruption, environmental protection, packaging, sustainable sourcing, occupational health and safety, and impact measurement and valuations.
- Conducting further interviews at national headquarters in Armenia, the Czech Republic, Greece, Nigeria, Poland, Russia and Switzerland, in order to guarantee the completeness of the information required for the audit.

- Site visits to eight bottling plants, with a focus on Emerging and Developing markets:
  - Established markets: Heraklion (Greece), Vals (Switzerland)
  - Developing markets: Prague (Czech Republic), Staniatki (Poland)
  - Emerging markets: Jos and Kaduna (Nigeria), Moscow (Russia), Yerevan (Armenia)
- Making enquiries and conducting spot checks to assess implementation of the Company's policies (at plant, country and corporate level).
- Making enquiries and conducting spot checks with regard to documentation required to assess current data collection systems and procedures in place to ensure reliable and consistent reporting from the plants to the corporate level.
- Conducting additional interviews with seven representatives of the following external stakeholder groups: customers, suppliers, academia, non-governmental organisations and employee representatives. The interviews were conducted during the Joint Annual Stakeholder Forum of the Company and The Coca-Cola Company in Athens.
- Verifying all three inventory scopes (scopes 1, 2 and 3) as defined by the GHG Protocol, including progress against emission reduction targets, reported changes in emissions compared with base years (2004 and 2010) and emissions intensity figures for 2016.
- Verifying the separately published GRI index to the Report to ensure consistency with the requirements of GRI G4 (comprehensive).

The scope of the assurance covered all of the information relevant to sustainability in the Report and focused on Company systems and activities during the reporting period. The following chapters were not covered in the sustainability assurance process:

- Corporate Governance, Financial Statements, Supplementary Information, and Swiss Statutory Reporting.

Positive developments

- 2020 Commitments: in 2016, the Company adopted seven new 2020 Sustainability Commitments in respect of water, energy/clean energy, carbon footprint, sustainable packaging, sustainable agriculture, packaging recycling and recovery, and community investment.
- Accounting for Sustainability: after last year's launch, the Company continued the successful implementation of the Accounting for Sustainability approach. The following topics were covered: the social price of carbon, the true cost of water, and water risks for investment projects.
- Employee engagement: after last year's Employee Engagement Survey, targeted follow-up activities were developed and implemented; these have contributed to excellent results this year.
- Corporate citizenship: the Company demonstrated good corporate citizenship in the process of closing the Luka plant in Slovakia (by setting up a grant fund to support small projects in the transition period) and in providing humanitarian assistance to refugees (in Heraklion, Greece) and internally displaced persons (in Maiduguri, Nigeria).
- Business ethics: the Company has passed the target of 90% of employees receiving training in the Code of Business Conduct (COBC), and set a new target of 95% of employees by 2020. Furthermore, the Company has successfully continued the implementation of Ethics Committees in all countries.
- Human rights: the Human Rights Policy was updated in 2016, translated into 23 languages and rolled out in all 28 countries.

Findings and conclusions regarding adherence to the AA1000 principles of inclusivity, materiality, responsiveness, and specific performance-related information.

Inclusivity

- Group level: the Company maintains a comprehensive and efficient stakeholder engagement process at Group level. Its cornerstones are the annual internal and external stakeholder survey and the Annual Stakeholder Forum (held in Athens in 2016).
- Country and plant level: various stakeholder management tools are used at country (e.g. the "Stakeholder Mapping Tool") and plant level (e.g. the "Stakeholder Map & Engagement Plan"). These give decision-makers a concise overview of key societal actors and their needs, and help them define tailored engagement strategies.
- A materiality toolkit is being compiled at Group level, which should support all operations in the process of setting up their materiality assessment processes. In addition, a stakeholder relationship management (SRM) tool is under development. This tool employs the structure and function of customer relationship management software (used commonly by businesses) and will be piloted in February 2017.

Materiality

- Group level: there is a highly developed materiality assessment process at Group level, which monitors and integrates stakeholder expectations efficiently. The results of this process are presented in the Integrated Annual Report, in the chapter headed 'Our Approach to Materiality'.
- Country and plant level: there is mostly a clear understanding of which sustainability issues are, or might become, material for the respective operation. However, in most locations, these are not identified within a systematic materiality assessment process, but rather on an ad hoc basis, in the course of day-to-day business. Therefore, we recommend that implementation of materiality assessment processes at country level be intensified.

Assurance statement continued

Responsiveness

- Country level: well-developed stakeholder engagement plans exist at country level and, in a few cases, at plant level as well. However, these mainly target selected stakeholder groups – those that are the most powerful and/or of highest interest to the Company. Here, a more holistic approach is recommended: regular stakeholder forums should be organised, in which all stakeholders have the chance to meet, discuss key sustainability challenges and look for solutions in a collaborative way.
- A variety of excellent community projects have been implemented at both country and plant level. They are highly responsive to stakeholder needs and are in alignment with the Company's community development focus areas. Examples include "Sort with us" (Russia), the Valser Fund (Switzerland), visitor centres (Armenia and Switzerland), and the ENGINE Program for the empowerment of young girls (Nigeria).
- Excellent examples of CSR Reporting (the Czech Republic and Slovakia, Switzerland, Poland) and Socio-economic Impact Assessments (Greece, Switzerland) were found in the course of the audit. The Group should highlight these examples of good practice and encourage – or even incentivise – such efforts in all operations.

Additional conclusions and recommendations

- Reporting: the internal reporting process for some relevant sustainability topics needs to be strengthened, especially in the following cases:
  - Training hours: the HR White Book should be rolled out more effectively, via training or other awareness-raising activities;
  - Community investment: complete transparency in terms of key performance indicators (participant numbers, volunteer numbers, plant visits, cash or in-kind contributions) needs to be ensured.
- Sustainable sourcing:
  - Full implementation of the Environmental, Social and Governance Pre-assessment Tool (a key tool for screening suppliers, launched in May 2016) is required, combined with further training on proper use of the tool in procurement processes.
  - Compliance with the Supplier Guiding Principles needs to be ensured across the supplier universe.
- CDSB Climate Change Reporting Framework: reporting processes should be strengthened especially with regard to opportunities related to climate change and the future outlook.
- Packaging recycling and recovery: the new 2020 Commitments are an important development in this area. However, defining baselines for each market and for each category of packaging material is necessary in order to ensure the commitments are fulfilled efficiently across the Group.
- Diversity and inclusion:
  - High-level commitments and quantitative or qualitative goals should be defined;
  - In order to avoid incomplete or distorted perceptions, the availability of Company policies, training and surveys in all local languages needs to be ensured.
- Anti-corruption and bribery: we recommend analysis of the various forms corruption and bribery risks can take in different locations, depending on the cultural, economic and historical context. A 'corruption risk heat map' should help in developing targeted approaches in each country.

Vienna, 6 March, 2017

denkstatt GmbH
Consultancy for Sustainable Development

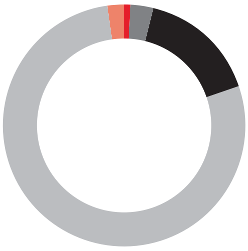
Willibald Kaltenbrunner
Lead Auditor
Managing Partner, denkstatt

Shareholder information

We take great pride in being regarded as a transparent and accessible Company in all our communications with the investment communities around the world.

We engage with key financial audiences, including institutional investors, sell-side analysts and financial journalists, as well as our Company's shareholders. The Investor Relations department manages the interaction with these audiences by attending ad hoc meetings and investor conferences throughout the year, in addition to the regular meetings and presentations held at the time of the results announcements.

Analysis by shareholder



- 1 - 10,000: **1%**
- 10,001 - 100,000: **3%**
- 100,001-1,000,00: **16%**
- 1,000,001 - over: **79%**
- Treasury shares: **2%**

Geographic concentration

- Continental Europe: **36%**
- UK: **31%**
- United States: **25%**
- Rest of the world: **8%**
- Retail investors: **1%**

* Percentages have been calculated excluding major shareholders, Kar-Tess Holding and The Coca-Cola Company

Listings

Coca-Cola HBC AG (LSE: CCH) was admitted to the premium listing segment of the Official List of the UK Listing Authority and to trading on the London Stock Exchange's main market for listed securities on 29 April 2013. With effect from 29 April 2013, Coca-Cola HBC AG's shares are also admitted on the Athens Exchange (ATHEX: EEE).

Coca Cola HBC AG has been included as a constituent of the FTSE 100 and FTSE All-Share indices from 20 September 2013.

London Stock Exchange
Ticker symbol: CCH
ISIN: CH019 825 1305
SEDOL: B9895B7
Reuters: CCH.L
Bloomberg: CCH LN

Athens Exchange
Ticker symbol: EEE
ISIN: CH019 825 1305
Reuters: EEEr.AT
Bloomberg: EEE GA

Credit rating
Standard & Poor's: L/T BBB+, S/T A2, positive outlook
Moody's: L/T Baa1, S/T P2, stable outlook

Share price performance

LSE: CCH	**2016**	2015	2014
In £ per share			
Close	**17.70**	14.48	12.28
High	**18.40**	16.29	18.00
Low	**12.65**	10.57	12.14
Market capitalisation (£ million)	**6,426**	5,237	4,475

ATHEX: EEE	**2016**	2015	2014
In € per share			
Close	**20.69**	19.79	15.68
High	**20.99**	23.16	22.00
Low	**16.00**	13.88	15.00
Market capitalisation (€ million)	**7,512**	7,158	5,713

Source: Bloomberg.

Share capital

In 2016, the share capital of Coca-Cola HBC increased by the issue of 1,499,341 new ordinary shares following the exercise of stock options pursuant to the Group's employee stock option plan. Total proceeds from the issuance of the shares under the stock option plan amounted to €21.6 million.

Following the above changes, and including 3,445,060 ordinary shares held as treasury shares, on 31 December 2016 the share capital of the Group amounted to €1,990.8 million and comprised 366,640,638 shares with a nominal value of CHF 6.70 each.

Major shareholders

The principal shareholders of the Group are Kar-Tess Holding (a Luxembourg company), which holds approximately 23.3% and The Coca-Cola Company, which indirectly holds approximately 23.2% of the Group's issued share capital.

Dividends

For 2016, the Board of Directors has proposed a €0.44 dividend per share in line with the Group's progressive dividend policy. This compares to a dividend payment of €0.40 per share in 2015.

For more information on our dividend policy and dividend history, please visit our website at www.coca-colahellenic.com.

Financial calendar

11 May 2017	First quarter trading update
20 June 2017	Annual General Meeting
10 August 2017	Half-year financial results
9 November 2017	Third quarter trading update

Corporate website

www.coca-colahellenic.com

Shareholder and analyst information

Shareholders and financial analysts can obtain further information by contacting:

Investor Relations
Tel: +30 210 618 3100
Email: investor.relations@cchellenic.com
IR website: www.coca-colahellenic.com/investorrelations

Glossary

Basis points (bps)
One hundredth of one percentage point (used chiefly in expressing differences)

Brand Coca-Cola products
Includes Coca-Cola, Coca-Cola Zero and Coca-Cola Light brands

BSO
Business Services Organisation

BSS
Business Solutions and Systems

CAGR
Compound average growth rate

Capital expenditure; CapEx
Gross CapEx is defined as payments for purchase of property, plant and equipment. Net CapEx is defined as payments for purchase of property, plant and equipment less receipts from disposals of property, plant and equipment plus principal repayment of finance lease obligations

Carbon emissions
Emissions of CO_2 and other greenhouse gases from fuel combustion and electricity use in Coca-Cola HBC's own operations (scope 1 and 2, mostly in bottling and distribution), in tonnes

Carbon footprint
Global emissions of CO_2 and other greenhouse gases from Coca-Cola HBC's wider value chain (raw materials, product cooling etc.)

CHP
Combined heat and power plants

Coca-Cola HBC
Coca-Cola HBC AG, and, as the context may require, its subsidiaries and joint ventures; also, the Group, the Company

Coca-Cola System
The Coca-Cola Company and its bottling partners

Cold drink equipment
A generic term encompassing point-of-sale equipment such as coolers (refrigerators), vending machines and post-mix machines

Comparable adjusted EBITDA
We define adjusted EBITDA as operating profit before deductions for depreciation and impairment of property, plant and equipment (included both in cost of goods sold and in operating expenses), amortisation and impairment of and adjustments to intangible assets, stock option compensation and other non-cash items, if any

Comparable net profit
Refers to net profit after tax attributable to owners of the parent

Comparable operating profit (EBIT)
Operating profit (EBIT) refers to profit before tax excluding finance income/(costs) and share of results of equity method investments

Consumer
Person who drinks Coca-Cola HBC products

Customer
Retail outlet, restaurant or other operation that sells or serves Coca-Cola HBC products directly to consumers

DIFOTAI
Deliver in full, on time and accurately invoice

DME
Direct marketing expenses

EDS
Every dealer survey

Energy use ratio
The KPI used by Coca-Cola HBC to measure energy consumption in the bottling plants, expressed in megajoules of energy consumed per litre of produced beverage (MJ/lpb)

FMCG
Fast moving consumer goods

Fragmented trade
Kiosks, quick service restaurants (QSR) and hotels, restaurants and cafés (HoReCa)

Future consumption
A distribution channel where consumers buy multi-packs and larger packages from supermarkets and discounters which are not consumed on the spot

FYROM
Former Yugoslav Republic of Macedonia

GDP
Gross domestic product

GfK
We work with the company Growth for Knowledge (GfK) to track our customer satisfaction level.

GRI
Global Reporting Initiative, a global standard for sustainability reporting

HoReCa
Hotel Restaurant Cafe

IFRS
International Financial Reporting Standards of the International Accounting Standards Board

IIRC
The International Integrated Reporting Council, a global coalition of regulators, investors, companies, standard-setters, the accounting profession and NGOs

Immediate consumption
A distribution channel where consumers buy chilled beverages in single-serve packages and fountain products for immediate consumption, away from home

Inventory days
We define inventory days as the average number of days an item remains in inventory before being sold using the following formula: average inventory ÷ cost of goods sold x 365

Ireland
The Republic of Ireland and Northern Ireland

Italy
Territory in Italy served by Coca-Cola HBC (excludes Sicily)

Joint value creation (JVC)
An advanced programme and process to collaborate with customers in order to create shared value

Litre of produced beverage (lpb)
Unit of reference to show environmental performance relative to production volume

Market
When used in reference to geographic areas, a country in which Coca-Cola HBC does business

Modern trade
Refers to a shift in buying habits as consumers increase frequency of visits to stores but have smaller basket sizes which can cause higher volume but lower revenue

NARTD
Non-alcoholic ready-to-drink

NGOs
Non-governmental organisations

OBPPC
Occasion, Brand, Price, Package, Channel

Organised trade
Large retailers (e.g. supermarkets, discounters etc.)

PET
Polyethylene terepthalate, a form of polyester used in the manufacturing of beverage bottles

Ready-to-drink (RTD)
Drinks that are pre-mixed and packaged, ready to be consumed immediately with no further preparation

Right Execution Daily (RED)
Major Group-wide programme to ensure in-outlet excellence

Receivable days
The average number of days it takes to collect the receivables using the following formula: average accounts receivables x net sales revenue x 365

SAP
A powerful software platform that enables us to standardise key business processes and systems

SDG
Sustainable development goals

Serving
237ml or 8oz of beverage, equivalent to 1/24 of a unit case

Shared services
Centre to standardise and simplify key finance and human resources processes

Sparkling beverages
Non-alcoholic carbonated beverages containing flavourings and sweeteners, excluding, among others, waters and flavoured waters, juices and juice drinks, sports and energy drinks, teas and coffee

SKU
Stock Keeping Unit

Still and water beverages
Non-alcoholic beverages without carbonation including, but not limited to, waters and flavoured waters, juices and juice drinks, sports and energy drinks, teas and coffee

Territory
The 28 countries where Coca-Cola HBC operates

UNESDA
Union of EU (European Union) Soft Drinks Associations

Unit case (u.c.)
Approximately 5.678 litres or 24 servings, a typical volume measurement unit

UN Global Compact (UNGC)
The world's largest corporate citizenship initiative which provides a framework for businesses to align strategies with its 10 principles promoting labour rights, human rights, environmental protection and anti-corruption

Volume
Amount of physical product produced and sold, measured in unit cases

Volume share
Share of total unit cases sold

Value share
Share of total revenue

Waste ratio
The KPI used by Coca-Cola HBC to measure waste generation in the bottling plants, expressed in grammes of waste generated per litre of produced beverage (g/lpb)

Waste recycling
The KPI used by Coca-Cola HBC to measure the percentage of production waste at bottling plants that is recycled or recovered

Water footprint
A measure of the impact of water use, in operations or beyond, as defined by the Water Footprint Network methodology

Water use ratio
The KPI used by Coca-Cola HBC to measure water use in the bottling plants, expressed in litres of water used per litre of produced beverage (l/lpb)

Working capital
Operating current assets minus operating current liabilities excluding financing and investment activities

Special note regarding forward-looking statements

This document contains forward-looking statements that involve risks and uncertainties. These statements may generally, but not always, be identified by the use of words such as "believe", "outlook", "guidance", "intend", "expect", "anticipate", "plan", "target", "seeks", "estimates", "potential" and similar expressions to identify forward-looking statements. All statements other than statements of historical facts, including, among others, statements regarding the future financial position and results, Coca-Cola HBC's outlook for 2017 and future years, business strategy and the effects of the global economic slowdown, the impact of the sovereign debt crisis, currency volatility, Coca-Cola HBC's recent acquisitions, and restructuring initiatives on Coca-Cola HBC's business and financial condition, Coca-Cola HBC's future dealings with The Coca Cola Company, budgets, projected levels of consumption and production, projected raw material and other costs, estimates of capital expenditure, free cash flow, effective tax rates and plans and objectives of management for future operations, are forward-looking statements. You should not place undue reliance on such forward-looking statements. By their nature, forward-looking statements involve risk and uncertainty because they reflect the Coca-Cola HBC's current expectations and assumptions as to future events and circumstances that may not prove accurate. Forward-looking statements speak only as of the date they are made. Coca-Cola HBC's actual results and events could differ materially from those anticipated in the forward-looking statements for many reasons, including the risks described under the section entitled "Risk management and our principal risks – Our principal risks". Although Coca-Cola HBC believes that, as of the date of this document, the expectations reflected in the forward-looking statements are reasonable, Coca-Cola HBC cannot assure that Coca-Cola HBC's future results, level of activity, performance or achievements will meet these expectations. Moreover, neither Coca-Cola HBC, nor its Directors, employees, advisers nor any other person assumes responsibility for the accuracy and completeness of any forward-looking statements. After the date of this Integrated Annual Report, unless Coca-Cola HBC is required by law or the rules of the UK Financial Conduct Authority to update these forward-looking statements, Coca-Cola HBC makes no commitment to update any of these forward-looking statements to conform them either to actual results or to changes in Coca-Cola HBC's expectations.

About our report

The 2016 Integrated Annual Report (the "Annual Report") consolidates Coca-Cola HBC AG's (also referred to as "Coca-Cola HBC" or the "Company" or the "Group") UK and Swiss disclosure requirements, while meeting the disclosure requirements for its secondary listing on the Athens Exchange. In addition, the Annual Report aims to deliver against the expectations of the Company's stakeholders and sustainability reporting standards, providing a transparent overview of the Group's performance and progress in sustainable development for 2016.

Our strategic framework serves as the narrative structure of the Annual Report, demonstrating the value this business strategy is creating. The four pillars of our strategy – Community trust, Consumer relevance, Customer preference and Cost leadership – combined with our People initiatives, frame the discussion of our activities during 2016.

The Annual Report is for the year ended 31 December 2016, and its focus is on the primary core business of non-alcoholic ready-to-drink beverages across the 28 countries in which we operate. Our website and any other website referred to in the Annual Report are not incorporated by reference and do not form part of the Annual Report.

The consolidated financial statements of the Group, included on pages 114-176, have been prepared in accordance with International Financial Reporting Standards (IFRS) as issued by the International Accounting Standards Board (IASB). Coca-Cola HBC AG's statutory financial statements, included on pages 187-196, have been prepared in accordance with the Swiss Code of Obligations. Unless otherwise indicated or required by context, all financial information contained in this document has been prepared in accordance with IFRS. For Swiss law purposes, the annual management report consists of the sections "Strategic Report", "Corporate Governance" (without the sub-section "Director's Remuneration Report"), "Supplementary Information" and "Glossary".

The Group uses certain Alternative Performance Measures ("APMs") that provide additional insights and understanding to the Group's underlying operating and financial performance, financial condition and cash flow. A full list of these APMs, their definition and reconciliation to the respective IFRS measures can be found in pages 202-205.

The sustainability aspects of this Annual Report comply with the AA1000AS Assurance Standard, the Global Reporting Initiative (in accordance with GRI G4 Comprehensive) standards and the advanced level requirements for communication on progress against the 10 Principles of the United Nations Global Compact. In addition, it is aligned with the principles and elements of the International Integrated Reporting Council's (IIRC) framework and the Climate Change Reporting Framework (CDSB). Carbon emissions are calculated by using the GHG Protocol Corporate Accounting and Reporting Standard methodology, and have been verified by an independent organisation. As with the rest of the information provided, the sustainability aspects of this Annual Report are for the full year ended 31 December 2016 and the related information presented is based on an annual reporting cycle.

We remain committed to strong corporate governance and leadership as well as transparency in our disclosures. We will continue to review our reporting approach and routines, to ensure they meet best practice reporting standards, the expectations of our stakeholders and maintain the visibility on how we create sustainable value for the communities we serve.

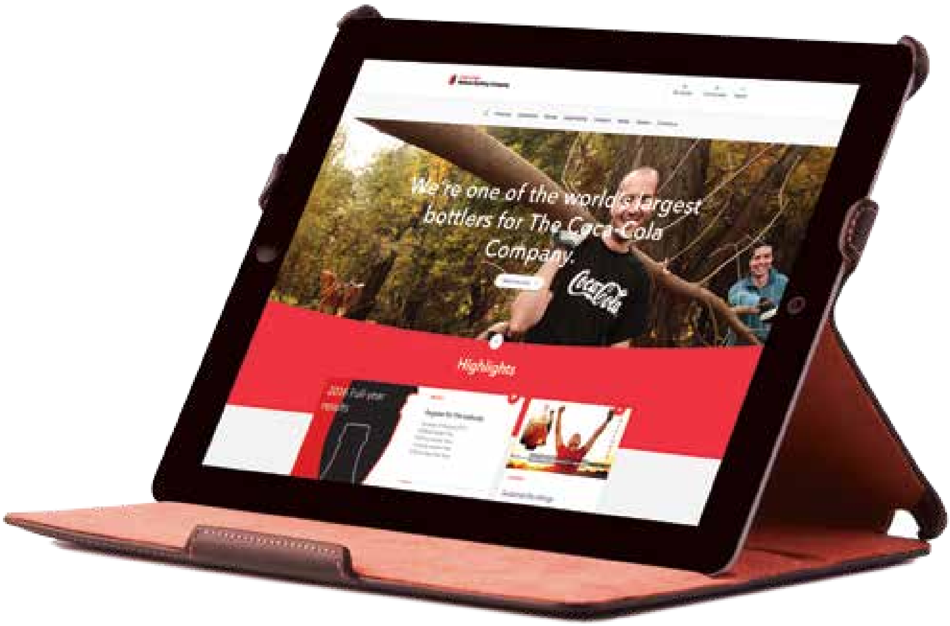
Visit us www.coca-colahellenic.com

Guided by our users' thoughts and feedback, we have completely refreshed our website. The new Group site features all of our latest news and financial data, stories from around our business and communities, a vibrant new design and an improved experience for audiences.

Write to us

We have dedicated email addresses which you can use to communicate with us.

investor.relations@cchellenic.com
sustainability@cchellenic.com



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Hellenic Bottling Company

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