

FOR IMMEDIATE RELEASE

23 August 2016

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 18 August 2016 through their participation in the Company's Employee Share Purchase Plan ("ESPP").

PDMR	Number of Shares acquired under the ESPP	Share price
DIMITRIOS LOIS	380.671	£17.18812
ALAIN LAURENT BROUHARD	50.756	£17.18812
JAN GUSTAVSSON	133.087	£17.18812
PANAGIOTA KALOGERAKI	70.908	£17.18812
RONALD KEITH SANDERS	55.655	£17.18812
MARCEL MARTIN	48.551	£17.18812
MICHALIS IMELLOS	63.193	£17.18812
SANDA PAREZANOVIC	43.72	£17.18812
SOTIRIS YANNOPOULOS	49.625	£17.18812
ZORAN BOGDANOVIC	124.587	£17.18812

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 18 August 2016 are set out below.

PDMR	Number of Shares acquired under the ESPP	Share price
DIMITRIOS LOIS	114.201	£17.18812
ALAIN LAURENT BROUHARD	50.756	£17.18812
JAN GUSTAVSSON	57.037	£17.18812
RONALD KEITH SANDERS	55.655	£17.18812
MICHALIS IMELLOS	63.193	£17.18812
SANDA PAREZANOVIC	43.72	£17.18812
SOTIRIS YANNOPOULOS	49.625	£17.18812
ZORAN BOGDANOVIC	53.393	£17.18812

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

1	Details of the person discharging managerial responsibilities / person closely associated	
a)	Name	DIMITRIOS LOIS
2	Reason for the notification	
a)	Position/status	CHIEF EXECUTIVE OFFICER
b)	Initial notification /Amendment	INITIAL NOTIFICATION
3	Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor	
a)	Name	COCA-COLA HBC AG
b)	LEI	549300EFP3TNG7JGVE49

4	Details of the transaction(s): section to be repeated for (i) each type of instrument; (ii) each type of transaction; (iii) each date; and (iv) each place where transactions have been conducted							
a)	Description of the financial instrument, type of instrument 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>17.18812GBP</td> <td>380.671</td> </tr> </tbody> </table>	Price(s)	Volume(s)	17.18812GBP	380.671		
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17.18812GBP	380.671							
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Price	Volume	Total						
17.18812GBP	380.671	6543.02GBP						
e)	Date of the transaction	2016-08-18						
f)	Place of the transaction	XLON						

1	Details of the person discharging managerial responsibilities / person closely associated	
a)	Name	ALAIN LAURENT BROUHARD
2	Reason for the notification	
a)	Position/status	BUSINESS SOLUTIONS AND SYSTEMS DIRECTOR
b)	Initial notification /Amendment	INITIAL NOTIFICATION
3	Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor	
a)	Name	COCA-COLA HBC AG
b)	LEI	549300EFP3TNG7JGVE49

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Price	Volume	Total						
17.18812GBP	50.756	872.4GBP						
e)	Date of the transaction	2016-08-18						
f)	Place of the transaction	XLON						

1	Details of the person discharging managerial responsibilities / person closely associated	
a)	Name	JAN GUSTAVSSON
2	Reason for the notification	
a)	Position/status	GENERAL COUNSEL AND COMPANY SECRETARY
b)	Initial notification /Amendment	INITIAL NOTIFICATION
3	Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor	
a)	Name	COCA-COLA HBC AG
b)	LEI	549300EFP3TNG7JGVE49

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Price	Volume	Total						
17.18812GBP	133.087	2287.52GBP						
e)	Date of the transaction	2016-08-18						
f)	Place of the transaction	XLON						

1	Details of the person discharging managerial responsibilities / person closely associated	
a)	Name	PANAGIOTA KALOGERAKI
2	Reason for the notification	
a)	Position/status	COMMERCIAL DIRECTOR
b)	Initial notification /Amendment	INITIAL NOTIFICATION
3	Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor	
a)	Name	COCA-COLA HBC AG
b)	LEI	549300EFP3TNG7JGVE49

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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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Price	Volume	Total						
17.18812GBP	70.908	1218.78GBP						
e)	Date of the transaction	2016-08-18						
f)	Place of the transaction	XLON						

1	Details of the person discharging managerial responsibilities / person closely associated	
a)	Name	RONALD KEITH SANDERS
2	Reason for the notification	
a)	Position/status	REGIONAL DIRECTOR
b)	Initial notification /Amendment	INITIAL NOTIFICATION
3	Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor	
a)	Name	COCA-COLA HBC AG
b)	LEI	549300EFP3TNG7JGVE49

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a)	Description of the financial instrument, type of instrument Identification code	ORDINARY SHARES CH0198251305						
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Price(s)	Volume(s)							
17.18812GBP	55.655							
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>17.18812GBP</td> <td>55.655</td> <td>956.6GBP</td> </tr> </tbody> </table>	Price	Volume	Total	17.18812GBP	55.655	956.6GBP
Price	Volume	Total						
17.18812GBP	55.655	956.6GBP						
e)	Date of the transaction	2016-08-18						
f)	Place of the transaction	XLON						

1	Details of the person discharging managerial responsibilities / person closely associated	
a)	Name	MARCEL MARTIN
2	Reason for the notification	
a)	Position/status	SUPPLY CHAIN DIRECTOR
b)	Initial notification /Amendment	INITIAL NOTIFICATION
3	Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor	
a)	Name	COCA-COLA HBC AG
b)	LEI	549300EFP3TNG7JGVE49

4	Details of the transaction(s): section to be repeated for (i) each type of instrument; (ii) each type of transaction; (iii) each date; and (iv) each place where transactions have been conducted							
a)	Description of the financial instrument, type of instrument Identification code	ORDINARY SHARES CH0198251305						
b)	Nature of the transaction	PURCHASE OF SHARES UNDER THE COMPANY'S EMPLOYEE SHARE PURCHASE PLAN						
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Price(s)	Volume(s)							
17.18812GBP	48.551							
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Price	Volume	Total						
17.18812GBP	48.551	834.5GBP						
e)	Date of the transaction	2016-08-18						
f)	Place of the transaction	XLON						

1	Details of the person discharging managerial responsibilities / person closely associated	
a)	Name	MICHALIS IMELLOS
2	Reason for the notification	
a)	Position/status	CHIEF FINANCIAL OFFICER
b)	Initial notification /Amendment	INITIAL NOTIFICATION
3	Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor	
a)	Name	COCA-COLA HBC AG
b)	LEI	549300EFP3TNG7JGVE49

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17.18812GBP	63.193							
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Price	Volume	Total						
17.18812GBP	63.193	1086.17GBP						
e)	Date of the transaction	2016-08-18						
f)	Place of the transaction	XLON						

1	Details of the person discharging managerial responsibilities / person closely associated	
a)	Name	SANDA PAREZANOVIC
2	Reason for the notification	
a)	Position/status	HUMAN RESOURCES DIRECTOR
b)	Initial notification /Amendment	INITIAL NOTIFICATION
3	Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor	
a)	Name	COCA-COLA HBC AG
b)	LEI	549300EFP3TNG7JGVE49

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17.18812GBP	43.72							
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Price	Volume	Total						
17.18812GBP	43.72	751.46GBP						
e)	Date of the transaction	2016-08-18						
f)	Place of the transaction	XLON						

1	Details of the person discharging managerial responsibilities / person closely associated	
a)	Name	SOTIRIS YANNOPOULOS
2	Reason for the notification	
a)	Position/status	REGIONAL DIRECTOR
b)	Initial notification /Amendment	INITIAL NOTIFICATION
3	Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor	
a)	Name	COCA-COLA HBC AG
b)	LEI	549300EFP3TNG7JGVE49

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Price	Volume	Total						
17.18812GBP	49.625	852.96GBP						
e)	Date of the transaction	2016-08-18						
f)	Place of the transaction	XLON						

1	Details of the person discharging managerial responsibilities / person closely associated	
a)	Name	ZORAN BOGDANOVIC
2	Reason for the notification	
a)	Position/status	REGIONAL DIRECTOR
b)	Initial notification /Amendment	INITIAL NOTIFICATION
3	Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor	
a)	Name	COCA-COLA HBC AG
b)	LEI	549300EFP3TNG7JGVE49

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Price	Volume	Total						
17.18812GBP	124.587	2141.42GBP						
e)	Date of the transaction	2016-08-18						
f)	Place of the transaction	XLON						

1	Details of the person discharging managerial responsibilities / person closely associated	
a)	Name	DIMITRIOS LOIS
2	Reason for the notification	
a)	Position/status	CHIEF EXECUTIVE OFFICER
b)	Initial notification /Amendment	INITIAL NOTIFICATION
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Price	Volume	Total						
17.18812GBP	114.201	1962.9GBP						
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f)	Place of the transaction	XLON						

1	Details of the person discharging managerial responsibilities / person closely associated	
a)	Name	ALAIN LAURENT BROUHARD
2	Reason for the notification	
a)	Position/status	BUSINESS SOLUTIONS AND SYSTEMS DIRECTOR
b)	Initial notification /Amendment	INITIAL NOTIFICATION
3	Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor	
a)	Name	COCA-COLA HBC AG
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1	Details of the person discharging managerial responsibilities / person closely associated	
a)	Name	JAN GUSTAVSSON
2	Reason for the notification	
a)	Position/status	GENERAL COUNSEL AND COMPANY SECRETARY
b)	Initial notification /Amendment	INITIAL NOTIFICATION
3	Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor	
a)	Name	COCA-COLA HBC AG
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1	Details of the person discharging managerial responsibilities / person closely associated	
a)	Name	RONALD KEITH SANDERS
2	Reason for the notification	
a)	Position/status	REGIONAL DIRECTOR
b)	Initial notification /Amendment	INITIAL NOTIFICATION
3	Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor	
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b)	LEI	549300EFP3TNG7JGVE49

4	Details of the transaction(s): section to be repeated for (i) each type of instrument; (ii) each type of transaction; (iii) each date; and (iv) each place where transactions have been conducted							
a)	Description of the financial instrument, type of instrument Identification code	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>17.18812GBP</td> <td>55.655</td> </tr> </tbody> </table>	Price(s)	Volume(s)	17.18812GBP	55.655		
Price(s)	Volume(s)							
17.18812GBP	55.655							
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>17.18812GBP</td> <td>55.655</td> <td>956.6GBP</td> </tr> </tbody> </table>	Price	Volume	Total	17.18812GBP	55.655	956.6GBP
Price	Volume	Total						
17.18812GBP	55.655	956.6GBP						
e)	Date of the transaction	2016-08-18						
f)	Place of the transaction	XLON						

1	Details of the person discharging managerial responsibilities / person closely associated	
a)	Name	MICHALIS IMELLOS
2	Reason for the notification	
a)	Position/status	CHIEF FINANCIAL OFFICER
b)	Initial notification /Amendment	INITIAL NOTIFICATION
3	Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor	
a)	Name	COCA-COLA HBC AG
b)	LEI	549300EFP3TNG7JGVE49

4	Details of the transaction(s): section to be repeated for (i) each type of instrument; (ii) each type of transaction; (iii) each date; and (iv) each place where transactions have been conducted							
a)	Description of the financial instrument, type of instrument Identification code	ORDINARY SHARES CH0198251305						
b)	Nature of the transaction	PURCHASE OF SHARES UNDER THE COMPANY'S EMPLOYEE SHARE PURCHASE PLAN						
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Price(s)	Volume(s)							
17.18812GBP	63.193							
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Price	Volume	Total						
17.18812GBP	63.193	1086.17GBP						
e)	Date of the transaction	2016-08-18						
f)	Place of the transaction	XLON						

1	Details of the person discharging managerial responsibilities / person closely associated	
a)	Name	SANDA PAREZANOVIC
2	Reason for the notification	
a)	Position/status	HUMAN RESOURCES DIRECTOR
b)	Initial notification /Amendment	INITIAL NOTIFICATION
3	Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor	
a)	Name	COCA-COLA HBC AG
b)	LEI	549300EFP3TNG7JGVE49

4	Details of the transaction(s): section to be repeated for (i) each type of instrument; (ii) each type of transaction; (iii) each date; and (iv) each place where transactions have been conducted							
a)	Description of the financial instrument, type of instrument Identification code	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>17.18812GBP</td> <td>43.72</td> </tr> </tbody> </table>	Price(s)	Volume(s)	17.18812GBP	43.72		
Price(s)	Volume(s)							
17.18812GBP	43.72							
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Price	Volume	Total						
17.18812GBP	43.72	751.46GBP						
e)	Date of the transaction	2016-08-18						
f)	Place of the transaction	XLON						

1	Details of the person discharging managerial responsibilities / person closely associated	
a)	Name	SOTIRIS YANNOPOULOS
2	Reason for the notification	
a)	Position/status	REGIONAL DIRECTOR
b)	Initial notification /Amendment	INITIAL NOTIFICATION
3	Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor	
a)	Name	COCA-COLA HBC AG
b)	LEI	549300EFP3TNG7JGVE49

4	Details of the transaction(s): section to be repeated for (i) each type of instrument; (ii) each type of transaction; (iii) each date; and (iv) each place where transactions have been conducted							
a)	Description of the financial instrument, type of instrument Identification code	ORDINARY SHARES CH0198251305						
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Price(s)	Volume(s)							
17.18812GBP	49.625							
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Price	Volume	Total						
17.18812GBP	49.625	852.96GBP						
e)	Date of the transaction	2016-08-18						
f)	Place of the transaction	XLON						

1	Details of the person discharging managerial responsibilities / person closely associated	
a)	Name	ZORAN BOGDANOVIC
2	Reason for the notification	
a)	Position/status	REGIONAL DIRECTOR
b)	Initial notification /Amendment	INITIAL NOTIFICATION
3	Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor	
a)	Name	COCA-COLA HBC AG
b)	LEI	549300EFP3TNG7JGVE49

4	Details of the transaction(s): section to be repeated for (i) each type of instrument; (ii) each type of transaction; (iii) each date; and (iv) each place where transactions have been conducted								
a)	Description of the financial instrument, type of instrument Identification code	ORDINARY SHARES CH0198251305							
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Price	Volume	Total							
17.18812GBP	53.393	917.73GBP							
e)	Date of the transaction	2016-08-18							
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