

FOR IMMEDIATE RELEASE

28 July 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 26 July 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	945.77572	£22.42898
ALAIN LAURENT BROUHARD	292.19035	£22.42898
JAN GUSTAVSSON	893.02832	£22.42898
KEITH SANDERS	484.86121	£22.42898
MARCEL MARTIN	127.34733	£22.42898
MICHALIS IMELLOS	279.52057	£22.42898
SANDA PAREZANOVIC	33.56729	£22.42898
SOTIRIS YANNOPOULOS	204.75345	£22.42898
ZORAN BOGDANOVIC	328.81306	£22.42898
PANAGIOTA KALOGERAKI	23.02379	£22.42898

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

1	Details of the person discharging managerial responsibilities / person closely associated								
a)	Name	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 ORDINARY SHARES FOLLOWING THE RE-INVESTMENT OF DIVIDENDS PAID ON THE EMPLOYEES' SHARES HELD UNDER THE COMPANY'S EMPLOYEE SHARE PURCHASE PLAN							
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Price	Volume	Total							
22.42898 GBP	945.77572	21212.78 GBP							
e)	Date of the transaction	2017-07-26							
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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e)	Date of the transaction	2017-07-26							
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						
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f)	Place of the transaction	XLON						

1	Details of the person discharging managerial responsibilities / person closely associated								
a)	Name	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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f)	Place of the transaction	XLON							

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