

Notification of Transactions of Directors/Persons Discharging Managerial Responsibility and Connected Persons

Please complete all relevant boxes should in block capital letters.

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|----|---|----|---|
| 1. | Name of the <i>issuer</i> COCA-COLA HBC AG | 2. | State whether the notification relates to (i) a transaction notified in accordance with <i>DTR</i> 3.1.2 R, (ii) a disclosure made in accordance with section 793 of the Companies Act 2006, or (iii) in accordance with paragraph 26 of the Model Code THIS NOTIFICATION RELATES TO A TRANSACTION NOTIFIED IN ACCORDANCE WITH DTR 3.1.2 R |
| 3. | Name of person discharging managerial responsibilities/director JUNE HIRST | 4. | State whether notification relates to a person connected with a person discharging managerial responsibilities/director named in 3 and identify the connected person N/A |

If a person discharging managerial responsibilities has been granted options by the issuer complete the following boxes

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| 17. | Date of grant 21/6/2013 | 18. | Period during which or date on which exercisable UNTIL 20/6/2023 |
| 19. | Total amount paid (if any) for grant of the option NIL | 20. | Description of shares or debentures involved (class and number) 25,000 SHARES |
| 21. | Exercise price (if fixed at time of grant) or indication that price is to be fixed at the time of exercise CLOSING PRICE ON 21/6/2013 GBP 15.00 | 22. | Total number of shares or debentures over which options held following notification 25,000 SHARES |
| 23. | Any additional information GRANT WAS MADE ON 21/6/2013 BUT WAS EFFECTIVE AS OF 1/9/2013 | 24. | Name of contact and telephone number for queries JAN GUSTAVSSON GENERAL COUNSEL & COMPANY SECRETARY TEL: +41 41 726 01 37 |

Name of authorised officer of issuer responsible for making notification

JAN GUSTAVSSON GENERAL COUNSEL & COMPANY SECRETARY

Date of notification 2 September 2013