

FOR IMMEDIATE RELEASE

20 December 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 16 December 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	381.186	£16.68963
ALAIN LAURENT BROUHARD	50.824	£16.68963
JAN GUSTAVSSON	133.267	£16.68963
RONALD KEITH SANDERS	55.731	£16.68963
MARCEL MARTIN	48.421	£16.68963
MICHALIS IMELLOS	63.278	£16.68963
SANDA PAREZANOVIC	43.779	£16.68963
SOTIRIS YANNOPOULOS	82.82	£16.68963
ZORAN BOGDANOVIC	124.755	£16.68963
PANAGIOTA KALOGERAKI	70.719	£16.68963

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 December 2016 are set out below.

PDMR	Number of Shares acquired under the ESPP	Share price
DIMITRIOS LOIS	114.355	£16.68963
ALAIN LAURENT BROUHARD	50.824	£16.68963
JAN GUSTAVSSON	57.114	£16.68963
RONALD KEITH SANDERS	55.731	£16.68963
MICHALIS IMELLOS	63.278	£16.68963
SANDA PAREZANOVIC	43.779	£16.68963
SOTIRIS YANNOPOULOS	49.692	£16.68963
ZORAN BOGDANOVIC	53.466	£16.68963

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>16.68963 GBP</td> <td>381.186</td> </tr> </tbody> </table>	Price(s)	Volume(s)	16.68963 GBP	381.186		
Price(s)	Volume(s)							
16.68963 GBP	381.186							
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Price	Volume	Total						
16.68963 GBP	381.186	6361.85 GBP						
e)	Date of the transaction	2016-12-16						
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						
16.68963 GBP	50.824	848.23 GBP						
e)	Date of the transaction	2016-12-16						
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						
16.68963 GBP	133.267	2224.18 GBP						
e)	Date of the transaction	2016-12-16						
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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Price	Volume	Total						
16.68963 GBP	55.731	930.13 GBP						
e)	Date of the transaction	2016-12-16						
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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a)	Description of the financial instrument, type of instrument Identification code	ORDINARY SHARES CH0198251305						
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16.68963 GBP	48.421							
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Price	Volume	Total						
16.68963 GBP	48.421	808.13 GBP						
e)	Date of the transaction	2016-12-16						
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						
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Price(s)	Volume(s)							
16.68963 GBP	63.278							
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Price	Volume	Total						
16.68963 GBP	63.278	1056.09 GBP						
e)	Date of the transaction	2016-12-16						
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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Price	Volume	Total						
16.68963 GBP	43.779	730.66 GBP						
e)	Date of the transaction	2016-12-16						
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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16.68963 GBP	82.82							
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16.68963 GBP	82.82	1382.24 GBP						
e)	Date of the transaction	2016-12-16						
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
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16.68963 GBP	124.755	2082.11 GBP						
e)	Date of the transaction	2016-12-16						
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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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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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
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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
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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	
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>16.68963 GBP</td> <td>55.731</td> </tr> </tbody> </table>	Price(s)	Volume(s)	16.68963 GBP	55.731		
Price(s)	Volume(s)							
16.68963 GBP	55.731							
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>16.68963 GBP</td> <td>55.731</td> <td>930.13 GBP</td> </tr> </tbody> </table>	Price	Volume	Total	16.68963 GBP	55.731	930.13 GBP
Price	Volume	Total						
16.68963 GBP	55.731	930.13 GBP						
e)	Date of the transaction	2016-12-16						
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						
c)	Price(s) and volume(s)	<table border="1"> <thead> <tr> <th>Price(s)</th> <th>Volume(s)</th> </tr> </thead> <tbody> <tr> <td>16.68963 GBP</td> <td>63.278</td> </tr> </tbody> </table>	Price(s)	Volume(s)	16.68963 GBP	63.278		
Price(s)	Volume(s)							
16.68963 GBP	63.278							
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>16.68963 GBP</td> <td>63.278</td> <td>1056.09 GBP</td> </tr> </tbody> </table>	Price	Volume	Total	16.68963 GBP	63.278	1056.09 GBP
Price	Volume	Total						
16.68963 GBP	63.278	1056.09 GBP						
e)	Date of the transaction	2016-12-16						
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>16.68963 GBP</td> <td>43.779</td> </tr> </tbody> </table>	Price(s)	Volume(s)	16.68963 GBP	43.779		
Price(s)	Volume(s)							
16.68963 GBP	43.779							
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Price	Volume	Total						
16.68963 GBP	43.779	730.66 GBP						
e)	Date of the transaction	2016-12-16						
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						
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>16.68963 GBP</td> <td>49.692</td> </tr> </tbody> </table>	Price(s)	Volume(s)	16.68963 GBP	49.692		
Price(s)	Volume(s)							
16.68963 GBP	49.692							
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>16.68963 GBP</td> <td>49.692</td> <td>829.34 GBP</td> </tr> </tbody> </table>	Price	Volume	Total	16.68963 GBP	49.692	829.34 GBP
Price	Volume	Total						
16.68963 GBP	49.692	829.34 GBP						
e)	Date of the transaction	2016-12-16						
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							
b)	Nature of the transaction	PURCHASE OF SHARES UNDER THE COMPANY'S EMPLOYEE SHARE PURCHASE PLAN							
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Price(s)	Volume(s)								
16.68963 GBP	53.466								
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>16.68963 GBP</td> <td>53.466</td> <td>892.33 GBP</td> </tr> </tbody> </table>		Price	Volume	Total	16.68963 GBP	53.466	892.33 GBP
Price	Volume	Total							
16.68963 GBP	53.466	892.33 GBP							
e)	Date of the transaction	2016-12-16							
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