



**FOR IMMEDIATE RELEASE**

**19 April 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 18 April 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	2896.963	€ 20.91593
ALAIN LAURENT BROUHARD	305,57	€ 20.91593
JAN GUSTAVSSON	810.978	€ 20.91593
RONALD KEITH SANDERS	44.378	€ 20.91593
MARCEL MARTIN	295.209	€ 20.91593
MICHALIS IMELLOS	388.098	€ 20.91593
SANDA PAREZANOVIC	34.861	€ 20.91593
SOTIRIS YANNOPOULOS	471.147	€ 20.91593
ZORAN BOGDANOVIC	842.625	€ 20.91593
PANAGIOTA KALOGERAKI	246.231	€ 20.91593

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 April 2017 are set out below.

PDMR	Number of Shares acquired under the ESPP	Share price
DIMITRIOS LOIS	869.088	£ 20.91593
ALAIN LAURENT BROUHARD	305,57	£ 20.91593
JAN GUSTAVSSON	347.561	£ 20.91593
RONALD KEITH SANDERS	44.378	£ 20.91593
MICHALIS IMELLOS	388.098	£ 20.91593
SANDA PAREZANOVIC	34.861	£ 20.91593
SOTIRIS YANNOPOULOS	282.688	£ 20.91593
ZORAN BOGDANOVIC	361.124	£ 20.91593

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



<b>1</b>	<b>Details of the person discharging managerial responsibilities / person closely associated</b>								
a)	Name	DIMITRIOS LOIS							
<b>2</b>	<b>Reason for the notification</b>								
a)	Position/status	CHIEF EXECUTIVE OFFICER							
b)	Initial notification /Amendment	INITIAL NOTIFICATION							
<b>3</b>	<b>Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor</b>								
a)	Name	COCA-COLA HBC AG							
b)	LEI	549300EFP3TNG7JGVE49							
<b>4</b>	<b>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</b>								
a)	Description of the financial instrument, type of instrument	ORDINARY SHARES							
	Identification code	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>20.91593 GBP</td> <td>2896.963</td> </tr> </tbody> </table>		Price(s)	Volume(s)	20.91593 GBP	2896.963		
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Price	Volume	Total							
20.91593 GBP	2896.963	60592.68 GBP							
	- Aggregated volume								
	- Price								
e)	Date of the transaction	2017-04-18							
f)	Place of the transaction	XLON							



<b>1</b>	<b>Details of the person discharging managerial responsibilities / person closely associated</b>							
a)	Name	ALAIN LAURENT BROUHARD						
<b>2</b>	<b>Reason for the notification</b>							
a)	Position/status	BUSINESS SOLUTIONS AND SYSTEMS DIRECTOR						
b)	Initial notification /Amendment	INITIAL NOTIFICATION						
<b>3</b>	<b>Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor</b>							
a)	Name	COCA-COLA HBC AG						
b)	LEI	549300EFP3TNG7JGVE49						
<b>4</b>	<b>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</b>							
a)	Description of the financial instrument, type of instrument  Identification code	ORDINARY SHARES  CH0198251305						
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Price	Volume	Total						
20.91593 GBP	305.57	6391.28 GBP						
e)	Date of the transaction	2017-04-18						
f)	Place of the transaction	XLON						



<b>1</b>	<b>Details of the person discharging managerial responsibilities / person closely associated</b>								
a)	Name	JAN GUSTAVSSON							
<b>2</b>	<b>Reason for the notification</b>								
a)	Position/status	GENERAL COUNSEL AND COMPANY SECRETARY							
b)	Initial notification /Amendment	INITIAL NOTIFICATION							
<b>3</b>	<b>Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor</b>								
a)	Name	COCA-COLA HBC AG							
b)	LEI	549300EFP3TNG7JGVE49							
<b>4</b>	<b>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</b>								
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Price	Volume	Total							
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	- Aggregated volume								
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e)	Date of the transaction	2017-04-18							
f)	Place of the transaction	XLON							



<b>1</b>	<b>Details of the person discharging managerial responsibilities / person closely associated</b>							
a)	Name	RONALD KEITH SANDERS						
<b>2</b>	<b>Reason for the notification</b>							
a)	Position/status	REGIONAL DIRECTOR						
b)	Initial notification /Amendment	INITIAL NOTIFICATION						
<b>3</b>	<b>Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor</b>							
a)	Name	COCA-COLA HBC AG						
b)	LEI	549300EFP3TNG7JGVE49						
<b>4</b>	<b>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</b>							
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Price	Volume	Total						
20.91593 GBP	44.378	928.21 GBP						
e)	Date of the transaction	2017-04-18						
f)	Place of the transaction	XLON						

<b>1</b>	<b>Details of the person discharging managerial responsibilities / person closely associated</b>							
a)	Name	MARCEL MARTIN						
<b>2</b>	<b>Reason for the notification</b>							
a)	Position/status	SUPPLY CHAIN DIRECTOR						
b)	Initial notification /Amendment	INITIAL NOTIFICATION						
<b>3</b>	<b>Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor</b>							
a)	Name	COCA-COLA HBC AG						
b)	LEI	549300EFP3TNG7JGVE49						
<b>4</b>	<b>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</b>							
a)	Description of the financial instrument, type of instrument	ORDINARY SHARES						
	Identification code	CH0198251305						
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Price	Volume	Total						
20.91593 GBP	295.209	6174.57 GBP						
	- Aggregated volume							
	- Price							
e)	Date of the transaction	2017-04-18						
f)	Place of the transaction	XLON						



<b>1</b>	<b>Details of the person discharging managerial responsibilities / person closely associated</b>							
a)	Name	MICHALIS IMELLOS						
<b>2</b>	<b>Reason for the notification</b>							
a)	Position/status	CHIEF FINANCIAL OFFICER						
b)	Initial notification /Amendment	INITIAL NOTIFICATION						
<b>3</b>	<b>Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor</b>							
a)	Name	COCA-COLA HBC AG						
b)	LEI	549300EFP3TNG7JGVE49						
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Price	Volume	Total						
20.91593 GBP	388.098	8117.43 GBP						
e)	Date of the transaction	2017-04-18						
f)	Place of the transaction	XLON						



<b>1</b>	<b>Details of the person discharging managerial responsibilities / person closely associated</b>								
a)	Name	SANDA PAREZANOVIC							
<b>2</b>	<b>Reason for the notification</b>								
a)	Position/status	HUMAN RESOURCES DIRECTOR							
b)	Initial notification /Amendment	INITIAL NOTIFICATION							
<b>3</b>	<b>Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor</b>								
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e)	Date of the transaction	2017-04-18							
f)	Place of the transaction	XLON							



<b>1</b>	<b>Details of the person discharging managerial responsibilities / person closely associated</b>								
a)	Name	SOTIRIS YANNOPOULOS							
<b>2</b>	<b>Reason for the notification</b>								
a)	Position/status	REGIONAL DIRECTOR							
b)	Initial notification /Amendment	INITIAL NOTIFICATION							
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e)	Date of the transaction	2017-04-18							
f)	Place of the transaction	XLON							

<b>1</b>	<b>Details of the person discharging managerial responsibilities / person closely associated</b>							
a)	Name	ZORAN BOGDANOVIC						
<b>2</b>	<b>Reason for the notification</b>							
a)	Position/status	REGIONAL DIRECTOR						
b)	Initial notification /Amendment	INITIAL NOTIFICATION						
<b>3</b>	<b>Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor</b>							
a)	Name	COCA-COLA HBC AG						
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<b>1</b>	<b>Details of the person discharging managerial responsibilities / person closely associated</b>								
a)	Name	PANAGIOTA KALOGERAKI							
<b>2</b>	<b>Reason for the notification</b>								
a)	Position/status	COMMERCIAL DIRECTOR							
b)	Initial notification /Amendment	INITIAL NOTIFICATION							
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a)	Name	DIMITRIOS LOIS							
<b>2</b>	<b>Reason for the notification</b>								
a)	Position/status	CHIEF EXECUTIVE OFFICER							
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Price(s)	Volume(s)								
20.91593 GBP	305.57								
d)	Aggregated information	<table border="1"> <thead> <tr> <th>Price</th> <th>Volume</th> <th>Total</th> </tr> </thead> <tbody> <tr> <td>20.91593 GBP</td> <td>305.57</td> <td>6391.28 GBP</td> </tr> </tbody> </table>		Price	Volume	Total	20.91593 GBP	305.57	6391.28 GBP
Price	Volume	Total							
20.91593 GBP	305.57	6391.28 GBP							
	- Aggregated volume								
	- Price								
e)	Date of the transaction	2017-04-18							
f)	Place of the transaction	XLON							



<b>1</b>	<b>Details of the person discharging managerial responsibilities / person closely associated</b>								
a)	Name	JAN GUSTAVSSON							
<b>2</b>	<b>Reason for the notification</b>								
a)	Position/status	GENERAL COUNSEL AND COMPANY SECRETARY							
b)	Initial notification /Amendment	INITIAL NOTIFICATION							
<b>3</b>	<b>Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor</b>								
a)	Name	COCA-COLA HBC AG							
b)	LEI	549300EFP3TNG7JGVE49							
<b>4</b>	<b>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</b>								
a)	Description of the financial instrument, type of instrument	ORDINARY SHARES							
	Identification code	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>20.91593 GBP</td> <td>347.561</td> </tr> </tbody> </table>		Price(s)	Volume(s)	20.91593 GBP	347.561		
Price(s)	Volume(s)								
20.91593 GBP	347.561								
d)	Aggregated information	<table border="1"> <thead> <tr> <th>Price</th> <th>Volume</th> <th>Total</th> </tr> </thead> <tbody> <tr> <td>20.91593 GBP</td> <td>347.561</td> <td>7269.56 GBP</td> </tr> </tbody> </table>		Price	Volume	Total	20.91593 GBP	347.561	7269.56 GBP
Price	Volume	Total							
20.91593 GBP	347.561	7269.56 GBP							
	- Aggregated volume								
	- Price								
e)	Date of the transaction	2017-04-18							
f)	Place of the transaction	XLON							



<b>1</b>	<b>Details of the person discharging managerial responsibilities / person closely associated</b>								
a)	Name	RONALD KEITH SANDERS							
<b>2</b>	<b>Reason for the notification</b>								
a)	Position/status	REGIONAL DIRECTOR							
b)	Initial notification /Amendment	INITIAL NOTIFICATION							
<b>3</b>	<b>Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor</b>								
a)	Name	COCA-COLA HBC AG							
b)	LEI	549300EFP3TNG7JGVE49							
<b>4</b>	<b>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</b>								
a)	Description of the financial instrument, type of instrument	ORDINARY SHARES							
	Identification code	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>20.91593 GBP</td> <td>44.378</td> </tr> </tbody> </table>		Price(s)	Volume(s)	20.91593 GBP	44.378		
Price(s)	Volume(s)								
20.91593 GBP	44.378								
d)	Aggregated information	<table border="1"> <thead> <tr> <th>Price</th> <th>Volume</th> <th>Total</th> </tr> </thead> <tbody> <tr> <td>20.91593 GBP</td> <td>44.378</td> <td>928.21 GBP</td> </tr> </tbody> </table>		Price	Volume	Total	20.91593 GBP	44.378	928.21 GBP
Price	Volume	Total							
20.91593 GBP	44.378	928.21 GBP							
	- Aggregated volume								
	- Price								
e)	Date of the transaction	2017-04-18							
f)	Place of the transaction	XLON							

<b>1</b>	<b>Details of the person discharging managerial responsibilities / person closely associated</b>							
a)	Name	MICHALIS IMELLOS						
<b>2</b>	<b>Reason for the notification</b>							
a)	Position/status	CHIEF FINANCIAL OFFICER						
b)	Initial notification /Amendment	INITIAL NOTIFICATION						
<b>3</b>	<b>Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor</b>							
a)	Name	COCA-COLA HBC AG						
b)	LEI	549300EFP3TNG7JGVE49						
<b>4</b>	<b>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</b>							
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>20.91593 GBP</td> <td>388.098</td> </tr> </tbody> </table>	Price(s)	Volume(s)	20.91593 GBP	388.098		
Price(s)	Volume(s)							
20.91593 GBP	388.098							
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>20.91593 GBP</td> <td>388.098</td> <td>8117.43 GBP</td> </tr> </tbody> </table>	Price	Volume	Total	20.91593 GBP	388.098	8117.43 GBP
Price	Volume	Total						
20.91593 GBP	388.098	8117.43 GBP						
e)	Date of the transaction	2017-04-18						
f)	Place of the transaction	XLON						



<b>1</b>	<b>Details of the person discharging managerial responsibilities / person closely associated</b>								
a)	Name	SANDA PAREZANOVIC							
<b>2</b>	<b>Reason for the notification</b>								
a)	Position/status	HUMAN RESOURCES DIRECTOR							
b)	Initial notification /Amendment	INITIAL NOTIFICATION							
<b>3</b>	<b>Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor</b>								
a)	Name	COCA-COLA HBC AG							
b)	LEI	549300EFP3TNG7JGVE49							
<b>4</b>	<b>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</b>								
a)	Description of the financial instrument, type of instrument	ORDINARY SHARES							
	Identification code	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>20.91593 GBP</td> <td>34.861</td> </tr> </tbody> </table>		Price(s)	Volume(s)	20.91593 GBP	34.861		
Price(s)	Volume(s)								
20.91593 GBP	34.861								
d)	Aggregated information	<table border="1"> <thead> <tr> <th>Price</th> <th>Volume</th> <th>Total</th> </tr> </thead> <tbody> <tr> <td>20.91593 GBP</td> <td>34.861</td> <td>729.15 GBP</td> </tr> </tbody> </table>		Price	Volume	Total	20.91593 GBP	34.861	729.15 GBP
Price	Volume	Total							
20.91593 GBP	34.861	729.15 GBP							
	- Aggregated volume								
	- Price								
e)	Date of the transaction	2017-04-18							
f)	Place of the transaction	XLON							



<b>1</b>	<b>Details of the person discharging managerial responsibilities / person closely associated</b>							
a)	Name	SOTIRIS YANNOPOULOS						
<b>2</b>	<b>Reason for the notification</b>							
a)	Position/status	REGIONAL DIRECTOR						
b)	Initial notification /Amendment	INITIAL NOTIFICATION						
<b>3</b>	<b>Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor</b>							
a)	Name	COCA-COLA HBC AG						
b)	LEI	549300EFP3TNG7JGVE49						
<b>4</b>	<b>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</b>							
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>20.91593 GBP</td> <td>282.688</td> </tr> </tbody> </table>	Price(s)	Volume(s)	20.91593 GBP	282.688		
Price(s)	Volume(s)							
20.91593 GBP	282.688							
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>20.91593 GBP</td> <td>282.688</td> <td>5912.68 GBP</td> </tr> </tbody> </table>	Price	Volume	Total	20.91593 GBP	282.688	5912.68 GBP
Price	Volume	Total						
20.91593 GBP	282.688	5912.68 GBP						
e)	Date of the transaction	2017-04-18						
f)	Place of the transaction	XLON						



<b>1</b>	<b>Details of the person discharging managerial responsibilities / person closely associated</b>								
a)	Name	ZORAN BOGDANOVIC							
<b>2</b>	<b>Reason for the notification</b>								
a)	Position/status	REGIONAL DIRECTOR							
b)	Initial notification /Amendment	INITIAL NOTIFICATION							
<b>3</b>	<b>Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor</b>								
a)	Name	COCA-COLA HBC AG							
b)	LEI	549300EFP3TNG7JGVE49							
<b>4</b>	<b>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</b>								
a)	Description of the financial instrument, type of instrument	ORDINARY SHARES							
	Identification code	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>20.91593 GBP</td> <td>361.124</td> </tr> </tbody> </table>		Price(s)	Volume(s)	20.91593 GBP	361.124		
Price(s)	Volume(s)								
20.91593 GBP	361.124								
d)	Aggregated information	<table border="1"> <thead> <tr> <th>Price</th> <th>Volume</th> <th>Total</th> </tr> </thead> <tbody> <tr> <td>20.91593 GBP</td> <td>361.124</td> <td>7553.24 GBP</td> </tr> </tbody> </table>		Price	Volume	Total	20.91593 GBP	361.124	7553.24 GBP
Price	Volume	Total							
20.91593 GBP	361.124	7553.24 GBP							
	- Aggregated volume								
	- Price								
e)	Date of the transaction	2017-04-18							
f)	Place of the transaction	XLON							



**Coca-Cola**  
**Hellenic Bottling Company**

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