**FOR IMMEDIATE RELEASE**

**29 July 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 27 July 2016 through their participation in the Company’s Employee Share Purchase Plan (“ESPP”).

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| --- | --- | --- |
| PDMR | Number of Shares acquired under the ESPP | Share price |
| DIMITRIOS LOIS | 935 | £15.82 |
| ALAIN LAURENT BROUHARD | 288 | £15.82 |
| JAN GUSTAVSSON | 991 | £15.82 |
| JOHN EARL BRADY | 253 | £15.82 |
| KEITH SANDERS | 548 | £15.82 |
| MARCEL MARTIN | 115 | £15.82 |
| MICHALIS IMELLOS | 287 | £15.82 |
| SANDA PAREZANOVIC | 20 | £15.82 |
| SOTIRIS YANNOPOULOS | 200 | £15.82 |
| ZORAN BOGDANOVIC | 326 | £15.82 |

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

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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 |
| **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 |
| c) | Price(s) and volume(s) | |  |  | | --- | --- | | Price(s) | Volume(s) | | 15.82GBP | 935 | |
| d) | Aggregated information  - Aggregated volume  - Price | |  |  |  | | --- | --- | --- | | Price | Volume | Total | | 15.818GBP | 935 | 14,783.99GBP | |
| e) | Date of the transaction | 2016-07-27 |
| f) | Place of the transaction | XLON |

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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 |
| **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 |
| c) | Price(s) and volume(s) | |  |  | | --- | --- | | Price(s) | Volume(s) | | 15.82GBP | 288 | |
| d) | Aggregated information  - Aggregated volume  - Price | |  |  |  | | --- | --- | --- | | Price | Volume | Total | | 15.818GBP | 288 | 4,558.33GBP | |
| e) | Date of the transaction | 2016-07-27 |
| f) | Place of the transaction | XLON |

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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 |
| 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 |
| c) | Price(s) and volume(s) | |  |  | | --- | --- | | Price(s) | Volume(s) | | 15.82GBP | 991 | |
| d) | Aggregated information  - Aggregated volume  - Price | |  |  |  | | --- | --- | --- | | Price | Volume | Total | | 15.818GBP | 991 | 15,679.56GBP | |
| e) | Date of the transaction | 2016-07-27 |
| f) | Place of the transaction | XLON |

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| **1** | **Details of the person discharging managerial responsibilities / person closely associated** | |
| a) | Name | JOHN EARL BRADY |
| **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 |
| **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 |
| c) | Price(s) and volume(s) | |  |  | | --- | --- | | Price(s)) | Volume(s) | | 15.82GBP | 253 | |
| d) | Aggregated information  - Aggregated volume  - Price | |  |  |  | | --- | --- | --- | | Price | Volume | Total | | 15.818GBP | 253 | 4,001.29GBP | |
| e) | Date of the transaction | 2016-07-27 |
| f) | Place of the transaction | XLON |

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| **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 |
| **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 |
| c) | Price(s) and volume(s) | |  |  | | --- | --- | | Price(s) | Volume(s) | | 15.82GBP | 548 | |
| d) | Aggregated information  - Aggregated volume  - Price | |  |  |  | | --- | --- | --- | | Price | Volume | Total | | 15.818GBP | 548 | 8,662.88GBP | |
| e) | Date of the transaction | 2016-07-27 |
| f) | Place of the transaction | XLON |

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| **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 ORDINARY SHARES FOLLOWING THE RE-INVESTMENT OF DIVIDENDS PAID ON THE EMPLOYEES’ SHARES HELD UNDER THE COMPANY’S EMPLOYEE SHARE PURCHASE PLAN |
| c) | Price(s) and volume(s) | |  |  | | --- | --- | | Price(s) | Volume(s) | | 15.82GBP | 115 | |
| d) | Aggregated information  - Aggregated volume  - Price | |  |  |  | | --- | --- | --- | | Price | Volume | Total | | 15.818GBP | 115 | 1,811.30GBP | |
| e) | Date of the transaction | 2016-07-27 |
| f) | Place of the transaction | XLON |

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| **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 ORDINARY SHARES FOLLOWING THE RE-INVESTMENT OF DIVIDENDS PAID ON THE EMPLOYEES’ SHARES HELD UNDER THE COMPANY’S EMPLOYEE SHARE PURCHASE PLAN |
| c) | Price(s) and volume(s) | |  |  | | --- | --- | | Price(s) | Volume(s) | | 15.82GBP | 287 | |
| d) | Aggregated information  - Aggregated volume  - Price | |  |  |  | | --- | --- | --- | | Price | Volume | Total | | 15.818GBP | 287 | 4,546.70GBP | |
| e) | Date of the transaction | 2016-07-27 |
| f) | Place of the transaction | XLON |

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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 |
| 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 |
| c) | Price(s) and volume(s) | |  |  | | --- | --- | | Price(s) | Volume(s) | | 15.82GBP | 20 | |
| d) | Aggregated information  - Aggregated volume  - Price | |  |  |  | | --- | --- | --- | | Price | Volume | Total | | 15.818GBP | 20 | 309.91GBP | |
| e) | Date of the transaction | 2016-07-27 |
| f) | Place of the transaction | XLON |

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| **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 ORDINARY SHARES FOLLOWING THE RE-INVESTMENT OF DIVIDENDS PAID ON THE EMPLOYEES’ SHARES HELD UNDER THE COMPANY’S EMPLOYEE SHARE PURCHASE PLAN |
| c) | Price(s) and volume(s) | |  |  | | --- | --- | | Price(s) | Volume(s) | | 15.82GBP | 200 | |
| d) | Aggregated information  - Aggregated volume  - Price | |  |  |  | | --- | --- | --- | | Price | Volume | Total | | 15.818GBP | 200 | 3,168.84GBP | |
| e) | Date of the transaction | 2016-07-27 |
| f) | Place of the transaction | XLON |

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| **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 ORDINARY SHARES FOLLOWING THE RE-INVESTMENT OF DIVIDENDS PAID ON THE EMPLOYEES’ SHARES HELD UNDER THE COMPANY’S EMPLOYEE SHARE PURCHASE PLAN |
| c) | Price(s) and volume(s) | |  |  | | --- | --- | | Price(s) | Volume(s) | | 15.82GBP | 326 | |
| d) | Aggregated information  - Aggregated volume  - Price | |  |  |  | | --- | --- | --- | | Price | Volume | Total | | 15.818GBP | 326 | 5,154.25GBP | |
| e) | Date of the transaction | 2016-07-27 |
| 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

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