**FOR IMMEDIATE RELEASE**

**16 August 2016**

**Coca-Cola HBC AG (the “Company”)**

**Notification of transactions by** **Persons Discharging Managerial Responsibilities (“PDMRs')**

The Company has been notified that the following PDMR exercised share options and sold corresponding ordinary shares of CHF 6.70 each in the Company on 12 August 2016.

|  |  |  |
| --- | --- | --- |
| **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 | COCA-COLA HBC AG ORDINARY SHARES OF CHF 6.70 EACH (“SHARES”)  CH0198251305 |
| b) | Nature of the transaction | DUE TO UPCOMING EXPIRATION, EXERCISE OF 30,000 SHARE OPTIONS AT THE STRIKE PRICE OF GBP13.95 AND SUBSEQUENT SALE OF SHARES AT GBP17.2547 PER SHARE, RESULTING IN THE NET AMOUNT OF APPROX GBP99,141. |
| c) | Price(s) and volume(s) | |  |  | | --- | --- | | Price(s) | Volume(s) | | 17.2547 GBP | 30,000 | |
| d) | Aggregated information  - Aggregated volume  - Price | |  |  |  | | --- | --- | --- | | Price | Volume | Total | | 17.2547 GBP | 30,000 | 517,641.00 GBP | |
| e) | Date of the transaction | 2016-08-12 |
| 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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