

FOR IMMEDIATE RELEASE

21 March 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 have been granted performance shares of CHF 6.70 each ("Shares") in the Company on 16 March 2017 through their participation in the Stock Option and Performance Share Award Plan ("PSP"). The performance shares will vest after 3 years subject to achievement of performance conditions.

PDMR	Number of Shares granted under the PSP	Share price
DIMITRIOS LOIS	128,421	£ 19.81
ALAIN LAURENT BROUHARD	24,214	£ 19.81
JAN GUSTAVSSON	27,211	£ 19.81
RONALD KEITH SANDERS	26,552	£ 19.81
MARCEL MARTIN	23,255	£ 19.81
MICHALIS IMELLOS	30,148	£ 19.81
SANDA PAREZANOVIC	20,858	£ 19.81
SOTIRIS YANNOPOULOS	23,675	£ 19.81
ZORAN BOGDANOVIC	25,473	£ 19.81
PANAGIOTA KALOGERAKI	20,378	£ 19.81

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



1	Details of the person discharges	ging managerial r	esponsibi	lities / p	erson closely	
a)	Name	DIMITRIOS LOIS	S			
2	Reason for the notification					
a)	Position/status	CHIEF EXECUTIVE OFFICER				
b)	Initial notification /Amendment	INITIAL NOTIFIC	CATION			
3	Details of the issuer, emissio		et partici	pant, aud	ction platform,	
a)	auctioneer or auction monitor	COCA-COLA HBC AG				
a)	Name	COCA-COLATI	DC AG			
b)	LEI	549300EFP3TN	G7JGVE4	.9		
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	SHARES				
	Identification code	CH0198251305				
b)	Nature of the transaction	GRANTING OF WILL VEST AFT	ER 3 YEAF	RS SUBJE		
c)	Price(s) and volume(s)	7.5	<u> </u>			
		Price(s)		Volume	e(s)	
		19.81 GBP		128,42	1	
d)	Aggregated information	L		l		
		Price	Volum	е	Total	
	- Aggregated volume	19.81 GBP 128,421 2,544,020 GBP				
	- Price					
e)	Date of the transaction	2017-03-16				
f)	Place of the transaction	OUTSIDE A TRA	ADING VE	NUE		



1	Details of the person discharging managerial responsibilities / person closely associated					
a)	Name	ALAIN LAUREN	IT BROUH	ARD		
2	Reason for the notification					
a)	Position/status	BUSINESS SOL	BUSINESS SOLUTIONS AND SYSTEMS DIRECTOR			
b)	Initial notification /Amendment	INITIAL NOTIFI	CATION			
3	Details of the issuer, emission allowance market participant, auction platform,					
a)	auctioneer or auction monitor Name	COCA-COLA HBC AG				
u,	Name	COCA COLAT	ibe Ao			
b)	LEI	549300EFP3TN	IG7JGVE4	9		
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	SHARES				
	Identification code	CH0198251305	5			
b)	Nature of the transaction	GRANTING OF WILL VEST AFT ACHIEVEMENT	ER 3 YEAF	RS SUBJE		
c)	Price(s) and volume(s)					
		Price(s)		Volume	e(s)	
		19.81 GBP		24,214		
d)	Aggregated information					
		Price	Volum	е	Total	
	- Aggregated volume	19.81 GBP 24,214 479,679 GBP				
	- Price					
e)	Date of the transaction	2017-03-16				
f)	Place of the transaction	OUTSIDE A TR	ADING VE	NUE		



1	Details of the person discharges	ging managerial re	esponsibi	lities / p	erson closely	
a)	Name	JAN GUSTAVSS	SON			
2	Reason for the notification					
a)	Position/status	GENERAL COUN	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 monito					
a)	Name	COCA-COLA HE	BC AG			
b)	LEI	549300EFP3TN	G7JGVE4	.9		
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	SHARES				
	Identification code	CH0198251305				
b)	Nature of the transaction	GRANTING OF F WILL VEST AFTE ACHIEVEMENT	ER 3 YEAF	RS SUBJE	CT TO	
c)	Price(s) and volume(s)					
		Price(s)		Volume	e(s)	
		19.81 GBP		27,211		
d)	Aggregated information					
-	33 3	Price	Volum	e	Total	
	- Aggregated volume	19.81 GBP 27,211 539,050 GBP				
	- Price					
e)	Date of the transaction	2017-03-16				
f)	Place of the transaction	OUTSIDE A TRA	DING VE	NUE		



1	Details of the person discharging managerial responsibilities / person closely associated					
a)	Name	RONALD KEITH S	SANDERS	6		
2	Reason for the notification	1				
a)	Position/status	REGIONAL DIREC	REGIONAL DIRECTOR			
b)	Initial notification /Amendment	INITIAL NOTIFICATION				
3	Details of the issuer, emissio auctioneer or auction monito		particip	ant, auc	tion platform,	
a)	Name	COCA-COLA HBC	CAG			
b)	LEI	549300EFP3TNG7	7JGVE49)		
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	SHARES				
	Identification code	CH0198251305				
b)	Nature of the transaction	GRANTING OF PE WILL VEST AFTER ACHIEVEMENT O	3 YEAR	S SUBJE	СТ ТО	
c)	Price(s) and volume(s)	Price(s) Volume(s) 19.81 GBP 26,552				
d)	Aggregated information	Price	Volum		Total	
	- Aggregated volume	Price Volume Total 19.81 GBP 26,552 525,995 GBP				
	- Price					
e)	Date of the transaction	2017-03-16				
f)	Place of the transaction	OUTSIDE A TRAD	ING VEN	IUE		



1	Details of the person discharging managerial responsibilities / person closely associated				
a)	Name	MARCEL MARTIN	I		
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 HB	C 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	SHARES			
	Identification code	CH0198251305			
b)	Nature of the transaction	GRANTING OF PI WILL VEST AFTE ACHIEVEMENT O	R 3 YEAR	S SUBJE	CTTO
c)	Price(s) and volume(s)	Price(s) Volume(s) 19.81GBP 23,255			e(s)
d)	Aggregated information	Drice	Valum	•	Total
	- Aggregated volume	Price Volume Total 19.81GBP 23,255 460,682 GBI			
	- Price				
e)	Date of the transaction	2017-03-16			
f)	Place of the transaction	OUTSIDE A TRAE	DING VEN	NUE	



1	Details of the person discharging managerial responsibilities / person closely associated					
a)	Name	MICHALIS IMEL	LOS			
2	Reason for the notification	1				
a)	Position/status	CHIEF FINANCIA	AL OFFIC	ER		
b)	Initial notification /Amendment	INITIAL NOTIFIC	CATION			
3	Details of the issuer, emissio		et partici	pant, auc	ction platform,	
	auctioneer or auction monito					
a)	Name	COCA-COLA HE	BC AG			
b)	LEI	549300EFP3TN0	G7JGVE4	9		
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	SHARES				
	Identification code	CH0198251305				
b)	Nature of the transaction	GRANTING OF P WILL VEST AFTE ACHIEVEMENT	ER 3 YEAF	RS SUBJE	CT TO	
c)	Price(s) and volume(s)					
		Price(s)		Volume	e(s)	
		19.81 GBP		30,148		
d)	Aggregated information					
		Price	Volum	e	Total	
	- Aggregated volume	19.81 GBP	30,148	3	597,232 GBP	
	- Price					
e)	Date of the transaction	2017-03-16				
f)	Place of the transaction	OUTSIDE A TRA	DING VE	NUE		



1	Details of the person discharg	jing managerial res	sponsibi	ilities / pe	erson closely	
a)	Name	SANDA PAREZAI	VOVIC			
2	Reason for the notification					
a)	Position/status	HUMAN RESOUR	CES DIR	RECTOR		
b)	Initial notification /Amendment	INITIAL NOTIFICA	ATION			
3	Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor					
a)	Name	COCA-COLA HB	CAG			
b)	LEI	549300EFP3TNG	7JGVE4	19		
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	SHARES CH0198251305				
b)	Nature of the transaction	GRANTING OF PE WILL VEST AFTEL ACHIEVEMENT OF	R 3 YEAF	RS SUBJE	СТ ТО	
c)	Price(s) and volume(s)	Price(s) Volume(s) 19.81 GBP 20,858				
d)	Aggregated information	Price	Volum		Total	
	- Aggregated volume	Price Volume Total 19.81 GBP 20,858 413,197 GBP				
	- Price					
e)	Date of the transaction	2017-03-16				
f)	Place of the transaction	OUTSIDE A TRAD	ING VE	NUE		



1	Details of the person discharges	ging managerial re	esponsib	ilities / pe	erson closely	
a)	Name	SOTIRIS YANNO	SOTIRIS YANNOPOULOS			
2	Reason for the notification					
a)	Position/status	REGIONAL DIRE	CTOR			
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 HE	BC AG			
b)	LEI	549300EFP3TN0	G7JGVE4	19		
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	SHARES				
	Identification code	CH0198251305				
b)	Nature of the transaction	GRANTING OF P WILL VEST AFTE ACHIEVEMENT	ER 3 YEAI	RS SUBJE	CTTO	
c)	Price(s) and volume(s)					
		Price(s)		Volume	e(s)	
		19.81 GBP		23,675		
d)	Aggregated information			•		
	- Aggregated volume	Price Volume Total				
	Aggi egateu volulile	19.81 GBP	23,67	5	469,002 GBP	
	- Price					
e)	Date of the transaction	2017-03-16				
f)	Place of the transaction	OUTSIDE A TRA	DING VE	NUE		



1	Details of the person discharassociated	ging managerial re	esponsib	ilities / pe	erson closely	
a)	Name	ZORAN BOGDA	NOVIC			
2	Reason for the notification					
a)	Position/status	REGIONAL DIRE	CTOR			
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 HE	BC AG			
b)	LEI	549300EFP3TN0	G7JGVE4	19		
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	SHARES CH0198251305				
b)	Nature of the transaction	GRANTING OF F	ER 3 YEAF	RS SUBJE	CTTO	
c)	Price(s) and volume(s)	Price(s) Volume(s) 19.81 GBP 25,473				
d)	Aggregated information	D :	1,7,1		T =	
	- Aggregated volume	Price Volume Total 19.81 GBP 25,473 504,6			504,620 GBP	
	- Price					
e)	Date of the transaction	2017-03-16				
f)	Place of the transaction	OUTSIDE A TRA	DING VE	NUE		



1	Details of the person discharges	ging managerial re	sponsib	ilities / pe	erson closely	
a)	Name	PANAGIOTA KAI	LOGERA	KI		
2	Reason for the notification	1				
a)	Position/status	COMMERCIAL D	IRECTO	R		
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 HB	BC AG			
b)	LEI	549300EFP3TNC	G7JGVE4	19		
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	SHARES				
	Identification code	CH0198251305				
b)	Nature of the transaction	GRANTING OF P WILL VEST AFTE ACHIEVEMENT	R 3 YEAR	RS SUBJE	CTTO	
c)	Price(s) and volume(s)	Price(s) Volume(s) 19.81 GBP 20,378				
d)	Aggregated information	D :			T=	
	- Aggregated volume				Total 403,688 GBP	
	- Price					
e)	Date of the transaction	2017-03-16				
f)	Place of the transaction	OUTSIDE A TRAI	DING VE	NUE		



This notification is made in accordance with the requirements of the EU Market Abuse Regulation.

For further information, please contact:

Jan Gustavsson

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