



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 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	SHARES CH0198251305						
b)	Nature of the transaction	GRANTING OF PERFORMANCE SHARES WHICH WILL VEST AFTER 3 YEARS SUBJECT TO ACHIEVEMENT OF PERFORMANCE CONDITIONS						
c)	Price(s) and volume(s)	<table border="1"> <tr> <th>Price(s)</th> <th>Volume(s)</th> </tr> <tr> <td>19.81 GBP</td> <td>128,421</td> </tr> </table>	Price(s)	Volume(s)	19.81 GBP	128,421		
Price(s)	Volume(s)							
19.81 GBP	128,421							
d)	Aggregated information - Aggregated volume - Price	<table border="1"> <tr> <th>Price</th> <th>Volume</th> <th>Total</th> </tr> <tr> <td>19.81 GBP</td> <td>128,421</td> <td>2,544,020 GBP</td> </tr> </table>	Price	Volume	Total	19.81 GBP	128,421	2,544,020 GBP
Price	Volume	Total						
19.81 GBP	128,421	2,544,020 GBP						
e)	Date of the transaction	2017-03-16						
f)	Place of the transaction	OUTSIDE A TRADING VENUE						

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	SHARES							
	Identification code	CH0198251305							
b)	Nature of the transaction	GRANTING OF PERFORMANCE SHARES WHICH WILL VEST AFTER 3 YEARS SUBJECT TO ACHIEVEMENT OF PERFORMANCE CONDITIONS							
c)	Price(s) and volume(s)	<table border="1"> <tr> <td>Price(s)</td> <td>Volume(s)</td> </tr> <tr> <td>19.81 GBP</td> <td>24,214</td> </tr> </table>		Price(s)	Volume(s)	19.81 GBP	24,214		
Price(s)	Volume(s)								
19.81 GBP	24,214								
d)	Aggregated information	<table border="1"> <tr> <td>Price</td> <td>Volume</td> <td>Total</td> </tr> <tr> <td>19.81 GBP</td> <td>24,214</td> <td>479,679 GBP</td> </tr> </table>		Price	Volume	Total	19.81 GBP	24,214	479,679 GBP
Price	Volume	Total							
19.81 GBP	24,214	479,679 GBP							
e)	Date of the transaction	2017-03-16							
f)	Place of the transaction	OUTSIDE A TRADING VENUE							

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	SHARES							
	Identification code	CH0198251305							
b)	Nature of the transaction	GRANTING OF PERFORMANCE SHARES WHICH WILL VEST AFTER 3 YEARS SUBJECT TO ACHIEVEMENT OF PERFORMANCE CONDITIONS							
c)	Price(s) and volume(s)	<table border="1"> <tr> <td>Price(s)</td> <td>Volume(s)</td> </tr> <tr> <td>19.81 GBP</td> <td>27,211</td> </tr> </table>		Price(s)	Volume(s)	19.81 GBP	27,211		
Price(s)	Volume(s)								
19.81 GBP	27,211								
d)	Aggregated information	<table border="1"> <tr> <td>Price</td> <td>Volume</td> <td>Total</td> </tr> <tr> <td>19.81 GBP</td> <td>27,211</td> <td>539,050 GBP</td> </tr> </table>		Price	Volume	Total	19.81 GBP	27,211	539,050 GBP
Price	Volume	Total							
19.81 GBP	27,211	539,050 GBP							
e)	Date of the transaction	2017-03-16							
f)	Place of the transaction	OUTSIDE A TRADING VENUE							

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	SHARES							
	Identification code	CH0198251305							
b)	Nature of the transaction	GRANTING OF PERFORMANCE SHARES WHICH WILL VEST AFTER 3 YEARS SUBJECT TO ACHIEVEMENT OF PERFORMANCE CONDITIONS							
c)	Price(s) and volume(s)	<table border="1"> <tr> <td>Price(s)</td> <td>Volume(s)</td> </tr> <tr> <td>19.81 GBP</td> <td>26,552</td> </tr> </table>		Price(s)	Volume(s)	19.81 GBP	26,552		
Price(s)	Volume(s)								
19.81 GBP	26,552								
d)	Aggregated information	<table border="1"> <tr> <td>Price</td> <td>Volume</td> <td>Total</td> </tr> <tr> <td>19.81 GBP</td> <td>26,552</td> <td>525,995 GBP</td> </tr> </table>		Price	Volume	Total	19.81 GBP	26,552	525,995 GBP
Price	Volume	Total							
19.81 GBP	26,552	525,995 GBP							
e)	Date of the transaction	2017-03-16							
f)	Place of the transaction	OUTSIDE A TRADING VENUE							

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	SHARES							
	Identification code	CH0198251305							
b)	Nature of the transaction	GRANTING OF PERFORMANCE SHARES WHICH WILL VEST AFTER 3 YEARS SUBJECT TO ACHIEVEMENT OF PERFORMANCE CONDITIONS							
c)	Price(s) and volume(s)	<table border="1"> <tr> <td>Price(s)</td> <td>Volume(s)</td> </tr> <tr> <td>19.81GBP</td> <td>23,255</td> </tr> </table>		Price(s)	Volume(s)	19.81GBP	23,255		
Price(s)	Volume(s)								
19.81GBP	23,255								
d)	Aggregated information	<table border="1"> <tr> <td>Price</td> <td>Volume</td> <td>Total</td> </tr> <tr> <td>19.81GBP</td> <td>23,255</td> <td>460,682 GBP</td> </tr> </table>		Price	Volume	Total	19.81GBP	23,255	460,682 GBP
Price	Volume	Total							
19.81GBP	23,255	460,682 GBP							
e)	Date of the transaction	2017-03-16							
f)	Place of the transaction	OUTSIDE A TRADING VENUE							

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	SHARES							
	Identification code	CH0198251305							
b)	Nature of the transaction	GRANTING OF PERFORMANCE SHARES WHICH WILL VEST AFTER 3 YEARS SUBJECT TO ACHIEVEMENT OF PERFORMANCE CONDITIONS							
c)	Price(s) and volume(s)	<table border="1"> <tr> <th>Price(s)</th> <th>Volume(s)</th> </tr> <tr> <td>19.81 GBP</td> <td>30,148</td> </tr> </table>		Price(s)	Volume(s)	19.81 GBP	30,148		
Price(s)	Volume(s)								
19.81 GBP	30,148								
d)	Aggregated information	<table border="1"> <tr> <th>Price</th> <th>Volume</th> <th>Total</th> </tr> <tr> <td>19.81 GBP</td> <td>30,148</td> <td>597,232 GBP</td> </tr> </table>		Price	Volume	Total	19.81 GBP	30,148	597,232 GBP
Price	Volume	Total							
19.81 GBP	30,148	597,232 GBP							
e)	Date of the transaction	2017-03-16							
f)	Place of the transaction	OUTSIDE A TRADING VENUE							

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	SHARES							
	Identification code	CH0198251305							
b)	Nature of the transaction	GRANTING OF PERFORMANCE SHARES WHICH WILL VEST AFTER 3 YEARS SUBJECT TO ACHIEVEMENT OF PERFORMANCE CONDITIONS							
c)	Price(s) and volume(s)	<table border="1"> <tr> <td>Price(s)</td> <td>Volume(s)</td> </tr> <tr> <td>19.81 GBP</td> <td>20,858</td> </tr> </table>		Price(s)	Volume(s)	19.81 GBP	20,858		
Price(s)	Volume(s)								
19.81 GBP	20,858								
d)	Aggregated information	<table border="1"> <tr> <td>Price</td> <td>Volume</td> <td>Total</td> </tr> <tr> <td>19.81 GBP</td> <td>20,858</td> <td>413,197 GBP</td> </tr> </table>		Price	Volume	Total	19.81 GBP	20,858	413,197 GBP
Price	Volume	Total							
19.81 GBP	20,858	413,197 GBP							
e)	Date of the transaction	2017-03-16							
f)	Place of the transaction	OUTSIDE A TRADING VENUE							

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	SHARES							
	Identification code	CH0198251305							
b)	Nature of the transaction	GRANTING OF PERFORMANCE SHARES WHICH WILL VEST AFTER 3 YEARS SUBJECT TO ACHIEVEMENT OF PERFORMANCE CONDITIONS							
c)	Price(s) and volume(s)	<table border="1"> <tr> <td>Price(s)</td> <td>Volume(s)</td> </tr> <tr> <td>19.81 GBP</td> <td>23,675</td> </tr> </table>		Price(s)	Volume(s)	19.81 GBP	23,675		
Price(s)	Volume(s)								
19.81 GBP	23,675								
d)	Aggregated information	<table border="1"> <tr> <td>Price</td> <td>Volume</td> <td>Total</td> </tr> <tr> <td>19.81 GBP</td> <td>23,675</td> <td>469,002 GBP</td> </tr> </table>		Price	Volume	Total	19.81 GBP	23,675	469,002 GBP
Price	Volume	Total							
19.81 GBP	23,675	469,002 GBP							
e)	Date of the transaction	2017-03-16							
f)	Place of the transaction	OUTSIDE A TRADING VENUE							

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	SHARES							
	Identification code	CH0198251305							
b)	Nature of the transaction	GRANTING OF PERFORMANCE SHARES WHICH WILL VEST AFTER 3 YEARS SUBJECT TO ACHIEVEMENT OF PERFORMANCE CONDITIONS							
c)	Price(s) and volume(s)	<table border="1"> <tr> <td>Price(s)</td> <td>Volume(s)</td> </tr> <tr> <td>19.81 GBP</td> <td>25,473</td> </tr> </table>		Price(s)	Volume(s)	19.81 GBP	25,473		
Price(s)	Volume(s)								
19.81 GBP	25,473								
d)	Aggregated information	<table border="1"> <tr> <td>Price</td> <td>Volume</td> <td>Total</td> </tr> <tr> <td>19.81 GBP</td> <td>25,473</td> <td>504,620 GBP</td> </tr> </table>		Price	Volume	Total	19.81 GBP	25,473	504,620 GBP
Price	Volume	Total							
19.81 GBP	25,473	504,620 GBP							
e)	Date of the transaction	2017-03-16							
f)	Place of the transaction	OUTSIDE A TRADING VENUE							

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							
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 PERFORMANCE SHARES WHICH WILL VEST AFTER 3 YEARS SUBJECT TO ACHIEVEMENT OF PERFORMANCE CONDITIONS							
c)	Price(s) and volume(s)	<table border="1"> <tr> <td>Price(s)</td> <td>Volume(s)</td> </tr> <tr> <td>19.81 GBP</td> <td>20,378</td> </tr> </table>		Price(s)	Volume(s)	19.81 GBP	20,378		
Price(s)	Volume(s)								
19.81 GBP	20,378								
d)	Aggregated information	<table border="1"> <tr> <td>Price</td> <td>Volume</td> <td>Total</td> </tr> <tr> <td>19.81 GBP</td> <td>20,378</td> <td>403,688 GBP</td> </tr> </table>		Price	Volume	Total	19.81 GBP	20,378	403,688 GBP
Price	Volume	Total							
19.81 GBP	20,378	403,688 GBP							
e)	Date of the transaction	2017-03-16							
f)	Place of the transaction	OUTSIDE A TRADING VENUE							



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