



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 acquired ordinary shares of CHF 6.70 each ("Shares") in the Company on 16 March 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	331.093	£ 19.87563
ALAIN LAURENT BROUHARD	44.147	£ 19.87563
JAN GUSTAVSSON	115.756	£ 19.87563
RONALD KEITH SANDERS	48.409	£ 19.87563
MARCEL MARTIN	42.326	£ 19.87563
MICHALIS IMELLOS	54.964	£ 19.87563
SANDA PAREZANOVIC	38.027	£ 19.87563
SOTIRIS YANNOPOULOS	71.938	£ 19.87563
ZORAN BOGDANOVIC	108.362	£ 19.87563
PANAGIOTA KALOGERAKI	61.815	£ 19.87563

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 16 March 2017 are set out below.

PDMR	Number of Shares acquired under the ESPP	Share price
DIMITRIOS LOIS	99.329	£ 19.87563
ALAIN LAURENT BROUHARD	44.147	£ 19.87563
JAN GUSTAVSSON	49.61	£ 19.87563
RONALD KEITH SANDERS	48.409	£ 19.87563
MICHALIS IMELLOS	54.964	£ 19.87563
SANDA PAREZANOVIC	38.027	£ 19.87563
SOTIRIS YANNOPOULOS	43.163	£ 19.87563
ZORAN BOGDANOVIC	46.441	£ 19.87563

The Notification of Dealing Forms for each PDMR and for the Company's contributions 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	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"> <tr> <td>Price(s)</td> <td>Volume(s)</td> </tr> <tr> <td>19.87563 GBP</td> <td>331.093</td> </tr> </table>		Price(s)	Volume(s)	19.87563 GBP	331.093		
Price(s)	Volume(s)								
19.87563 GBP	331.093								
d)	Aggregated information	<table border="1"> <tr> <td>Price</td> <td>Volume</td> <td>Total</td> </tr> <tr> <td>19.87563 GBP</td> <td>331.093</td> <td>6580.68 GBP</td> </tr> </table>		Price	Volume	Total	19.87563 GBP	331.093	6580.68 GBP
Price	Volume	Total							
19.87563 GBP	331.093	6580.68 GBP							
	- Aggregated volume								
	- Price								
e)	Date of the transaction	2017-03-16							
f)	Place of the transaction	XLON							

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	ORDINARY SHARES							
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c)	Price(s) and volume(s)	<table border="1"> <tr> <td>Price(s)</td> <td>Volume(s)</td> </tr> <tr> <td>19.87563 GBP</td> <td>44.147</td> </tr> </table>		Price(s)	Volume(s)	19.87563 GBP	44.147		
Price(s)	Volume(s)								
19.87563 GBP	44.147								
d)	Aggregated information	<table border="1"> <tr> <td>Price</td> <td>Volume</td> <td>Total</td> </tr> <tr> <td>19.87563 GBP</td> <td>44.147</td> <td>877.45 GBP</td> </tr> </table>		Price	Volume	Total	19.87563 GBP	44.147	877.45 GBP
Price	Volume	Total							
19.87563 GBP	44.147	877.45 GBP							
	- Aggregated volume								
	- Price								
e)	Date of the transaction	2017-03-16							
f)	Place of the transaction	XLON							

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							
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a)	Description of the financial instrument, type of instrument	ORDINARY SHARES							
	Identification code	CH0198251305							
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c)	Price(s) and volume(s)	<table border="1"> <tr> <td>Price(s)</td> <td>Volume(s)</td> </tr> <tr> <td>19.87563 GBP</td> <td>115.756</td> </tr> </table>		Price(s)	Volume(s)	19.87563 GBP	115.756		
Price(s)	Volume(s)								
19.87563 GBP	115.756								
d)	Aggregated information	<table border="1"> <tr> <td>Price</td> <td>Volume</td> <td>Total</td> </tr> <tr> <td>19.87563 GBP</td> <td>115.756</td> <td>2300.72 GBP</td> </tr> </table>		Price	Volume	Total	19.87563 GBP	115.756	2300.72 GBP
Price	Volume	Total							
19.87563 GBP	115.756	2300.72 GBP							
	- Aggregated volume								
	- Price								
e)	Date of the transaction	2017-03-16							
f)	Place of the transaction	XLON							

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	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"> <tr> <th>Price(s)</th> <th>Volume(s)</th> </tr> <tr> <td>19.87563 GBP</td> <td>48.409</td> </tr> </table>		Price(s)	Volume(s)	19.87563 GBP	48.409		
Price(s)	Volume(s)								
19.87563 GBP	48.409								
d)	Aggregated information	<table border="1"> <tr> <th>Price</th> <th>Volume</th> <th>Total</th> </tr> <tr> <td>19.87563 GBP</td> <td>48.409</td> <td>962.16 GBP</td> </tr> </table>		Price	Volume	Total	19.87563 GBP	48.409	962.16 GBP
Price	Volume	Total							
19.87563 GBP	48.409	962.16 GBP							
e)	Date of the transaction	2017-03-16							
f)	Place of the transaction	XLON							

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	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"> <tr> <td>Price(s)</td> <td>Volume(s)</td> </tr> <tr> <td>19.87563 GBP</td> <td>42.326</td> </tr> </table>		Price(s)	Volume(s)	19.87563 GBP	42.326		
Price(s)	Volume(s)								
19.87563 GBP	42.326								
d)	Aggregated information	<table border="1"> <tr> <td>Price</td> <td>Volume</td> <td>Total</td> </tr> <tr> <td>19.87563 GBP</td> <td>42.326</td> <td>841.26 GBP</td> </tr> </table>		Price	Volume	Total	19.87563 GBP	42.326	841.26 GBP
Price	Volume	Total							
19.87563 GBP	42.326	841.26 GBP							
	- Aggregated volume								
	- Price								
e)	Date of the transaction	2017-03-16							
f)	Place of the transaction	XLON							

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	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"> <tr> <td>Price(s)</td> <td>Volume(s)</td> </tr> <tr> <td>19.87563 GBP</td> <td>54.964</td> </tr> </table>		Price(s)	Volume(s)	19.87563 GBP	54.964		
Price(s)	Volume(s)								
19.87563 GBP	54.964								
d)	Aggregated information	<table border="1"> <tr> <td>Price</td> <td>Volume</td> <td>Total</td> </tr> <tr> <td>19.87563 GBP</td> <td>54.964</td> <td>1092.44 GBP</td> </tr> </table>		Price	Volume	Total	19.87563 GBP	54.964	1092.44 GBP
Price	Volume	Total							
19.87563 GBP	54.964	1092.44 GBP							
	- Aggregated volume								
	- Price								
e)	Date of the transaction	2017-03-16							
f)	Place of the transaction	XLON							

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							
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	Identification code	CH0198251305							
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c)	Price(s) and volume(s)	<table border="1"> <tr> <td>Price(s)</td> <td>Volume(s)</td> </tr> <tr> <td>19.87563 GBP</td> <td>38.027</td> </tr> </table>		Price(s)	Volume(s)	19.87563 GBP	38.027		
Price(s)	Volume(s)								
19.87563 GBP	38.027								
d)	Aggregated information	<table border="1"> <tr> <td>Price</td> <td>Volume</td> <td>Total</td> </tr> <tr> <td>19.87563 GBP</td> <td>38.027</td> <td>755.81 GBP</td> </tr> </table>		Price	Volume	Total	19.87563 GBP	38.027	755.81 GBP
Price	Volume	Total							
19.87563 GBP	38.027	755.81 GBP							
	- Aggregated volume								
	- Price								
e)	Date of the transaction	2017-03-16							
f)	Place of the transaction	XLON							

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							
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Price(s)	Volume(s)								
19.87563 GBP	71.938								
d)	Aggregated information	<table border="1"> <tr> <td>Price</td> <td>Volume</td> <td>Total</td> </tr> <tr> <td>19.87563 GBP</td> <td>71.938</td> <td>1429.81 GBP</td> </tr> </table>		Price	Volume	Total	19.87563 GBP	71.938	1429.81 GBP
Price	Volume	Total							
19.87563 GBP	71.938	1429.81 GBP							
	- Aggregated volume								
	- Price								
e)	Date of the transaction	2017-03-16							
f)	Place of the transaction	XLON							

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								
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c)	Price(s) and volume(s)	<table border="1"> <tr> <td>Price(s)</td> <td>Volume(s)</td> </tr> <tr> <td>19.87563 GBP</td> <td>108.362</td> </tr> </table>		Price(s)	Volume(s)	19.87563 GBP	108.362		
Price(s)	Volume(s)								
19.87563 GBP	108.362								
d)	Aggregated information	<table border="1"> <tr> <td>Price</td> <td>Volume</td> <td>Total</td> </tr> <tr> <td>19.87563 GBP</td> <td>108.362</td> <td>2153.76 GBP</td> </tr> </table>		Price	Volume	Total	19.87563 GBP	108.362	2153.76 GBP
Price	Volume	Total							
19.87563 GBP	108.362	2153.76 GBP							
	- Aggregated volume								
	- Price								
e)	Date of the transaction	2017-03-16							
f)	Place of the transaction	XLON							

1	Details of the person discharging managerial responsibilities / person closely associated								
a)	Name	PANAGIOTA KALOGERAKE							
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							
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Price(s)	Volume(s)								
19.87563 GBP	61.815								
d)	Aggregated information	<table border="1"> <tr> <td>Price</td> <td>Volume</td> <td>Total</td> </tr> <tr> <td>19.87563 GBP</td> <td>61.815</td> <td>1228.61 GBP</td> </tr> </table>		Price	Volume	Total	19.87563 GBP	61.815	1228.61 GBP
Price	Volume	Total							
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e)	Date of the transaction	2017-03-16							
f)	Place of the transaction	XLON							

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							
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Price(s)	Volume(s)								
19.87563 GBP	99.329								
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e)	Date of the transaction	2017-03-16							
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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								
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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							
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Price(s)	Volume(s)								
19.87563 GBP	49.61								
d)	Aggregated information	<table border="1"> <tr> <td>Price</td> <td>Volume</td> <td>Total</td> </tr> <tr> <td>19.87563 GBP</td> <td>49.61</td> <td>986.03 GBP</td> </tr> </table>		Price	Volume	Total	19.87563 GBP	49.61	986.03 GBP
Price	Volume	Total							
19.87563 GBP	49.61	986.03 GBP							
e)	Date of the transaction	2017-03-16							
f)	Place of the transaction	XLON							

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	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"> <tr> <th>Price(s)</th> <th>Volume(s)</th> </tr> <tr> <td>19.87563 GBP</td> <td>48.409</td> </tr> </table>		Price(s)	Volume(s)	19.87563 GBP	48.409		
Price(s)	Volume(s)								
19.87563 GBP	48.409								
d)	Aggregated information	<table border="1"> <tr> <th>Price</th> <th>Volume</th> <th>Total</th> </tr> <tr> <td>19.87563 GBP</td> <td>48.409</td> <td>962.16 GBP</td> </tr> </table>		Price	Volume	Total	19.87563 GBP	48.409	962.16 GBP
Price	Volume	Total							
19.87563 GBP	48.409	962.16 GBP							
	- Aggregated volume								
	- Price								
e)	Date of the transaction	2017-03-16							
f)	Place of the transaction	XLON							

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	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"> <tr> <td>Price(s)</td> <td>Volume(s)</td> </tr> <tr> <td>19.87563 GBP</td> <td>54.964</td> </tr> </table>		Price(s)	Volume(s)	19.87563 GBP	54.964		
Price(s)	Volume(s)								
19.87563 GBP	54.964								
d)	Aggregated information	<table border="1"> <tr> <td>Price</td> <td>Volume</td> <td>Total</td> </tr> <tr> <td>19.87563 GBP</td> <td>54.964</td> <td>1092.44 GBP</td> </tr> </table>		Price	Volume	Total	19.87563 GBP	54.964	1092.44 GBP
Price	Volume	Total							
19.87563 GBP	54.964	1092.44 GBP							
	- Aggregated volume								
	- Price								
e)	Date of the transaction	2017-03-16							
f)	Place of the transaction	XLON							

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	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"> <tr> <td>Price(s)</td> <td>Volume(s)</td> </tr> <tr> <td>19.87563 GBP</td> <td>38.027</td> </tr> </table>		Price(s)	Volume(s)	19.87563 GBP	38.027		
Price(s)	Volume(s)								
19.87563 GBP	38.027								
d)	Aggregated information	<table border="1"> <tr> <td>Price</td> <td>Volume</td> <td>Total</td> </tr> <tr> <td>19.87563 GBP</td> <td>38.027</td> <td>755.81 GBP</td> </tr> </table>		Price	Volume	Total	19.87563 GBP	38.027	755.81 GBP
Price	Volume	Total							
19.87563 GBP	38.027	755.81 GBP							
	- Aggregated volume								
	- Price								
e)	Date of the transaction	2017-03-16							
f)	Place of the transaction	XLON							

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	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"> <tr> <td>Price(s)</td> <td>Volume(s)</td> </tr> <tr> <td>19.87563 GBP</td> <td>43.163</td> </tr> </table>		Price(s)	Volume(s)	19.87563 GBP	43.163		
Price(s)	Volume(s)								
19.87563 GBP	43.163								
d)	Aggregated information	<table border="1"> <tr> <td>Price</td> <td>Volume</td> <td>Total</td> </tr> <tr> <td>19.87563 GBP</td> <td>43.163</td> <td>857.89 GBP</td> </tr> </table>		Price	Volume	Total	19.87563 GBP	43.163	857.89 GBP
Price	Volume	Total							
19.87563 GBP	43.163	857.89 GBP							
	- Aggregated volume								
	- Price								
e)	Date of the transaction	2017-03-16							
f)	Place of the transaction	XLON							

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	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"> <tr> <th>Price(s)</th> <th>Volume(s)</th> </tr> <tr> <td>19.87563 GBP</td> <td>46.441</td> </tr> </table>		Price(s)	Volume(s)	19.87563 GBP	46.441		
Price(s)	Volume(s)								
19.87563 GBP	46.441								
d)	Aggregated information	<table border="1"> <tr> <th>Price</th> <th>Volume</th> <th>Total</th> </tr> <tr> <td>19.87563 GBP</td> <td>46.441</td> <td>923.04 GBP</td> </tr> </table>		Price	Volume	Total	19.87563 GBP	46.441	923.04 GBP
Price	Volume	Total							
19.87563 GBP	46.441	923.04 GBP							
e)	Date of the transaction	2017-03-16							
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
+41 (0) 41 726 01 37