

FOR IMMEDIATE RELEASE

23 February 2018

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 a sufficient number of ordinary shares of CHF 6.70 each in the Company on 21 February 2018 to cover tax liabilities and associated costs with the balance of shares being retained.

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	COCA-COLA HBC AG ORDINARY SHARES OF CHF 6.70 EACH ("SHARES")
	Identification code	CH0198251305
b)	Nature of the transaction	1. EXERCISED 54,942 OPTIONS AS FOLLOWS: A. DUE TO UPCOMING EXPIRATION, EXERCISE OF 21,000 SHARE OPTIONS AT THE STRIKE PRICE OF GBP 22.51

		<p>B. EXERCISE OF 23,000 SHARE OPTIONS AT THE STRIKE PRICE OF GBP 13.38</p> <p>C. EXERCISE OF 10,942 SHARE OPTIONS AT THE STRIKE PRICE OF GBP 16.46</p> <p>2. SALE OF 45,495 SHARES AT GBP 24.662278 PER SHARE TO COVER TAX LIABILITIES AND ASSOCIATED COSTS FOLLOWING EXERCISE OF SHARE OPTIONS.</p> <p>3. THE BALANCE OF 9,447 SHARES (AT GBP 24.662278 PER SHARE) BEING RETAINED</p>											
c)	Price(s) and volume(s)	<table border="1"> <thead> <tr> <th>Price(s)</th> <th colspan="2">Volume(s)</th> </tr> </thead> <tbody> <tr> <td>24.662278 GBP</td> <td>21,000</td> <td>23,000</td> </tr> <tr> <td></td> <td></td> <td>10,942</td> </tr> </tbody> </table>			Price(s)	Volume(s)		24.662278 GBP	21,000	23,000			10,942
Price(s)	Volume(s)												
24.662278 GBP	21,000	23,000											
		10,942											
d)	Aggregated information	<table border="1"> <thead> <tr> <th>Price</th> <th>Volume</th> <th>Total</th> </tr> </thead> <tbody> <tr> <td>24.662278 GBP</td> <td>54,942</td> <td>1,354,994.88</td> </tr> </tbody> </table>			Price	Volume	Total	24.662278 GBP	54,942	1,354,994.88			
Price	Volume	Total											
24.662278 GBP	54,942	1,354,994.88											
	- Aggregated volume												
	- Price												
e)	Date of the transaction	2018-02-21											
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