



FOR IMMEDIATE RELEASE

14 March 2024

Coca-Cola HBC AG (the “Company”)

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

The Company announces that on 13 March 2024, a deferred bonus award was granted to the Chief Executive Officer over shares of CHF 6.70 in the Company relating to a performance related annual bonus for 2023 under the terms of the Company’s Management Incentive Plan (the “Deferred Shares”):

PDMR	Position	Number of Deferred Shares granted
ZORAN BOGDANOVIC	CEO	16,431

The Notification of Dealing Form can be found below.

1	Details of the person discharging managerial responsibilities / person closely associated	
a)	Name	ZORAN BOGDANOVIC
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	SHARES



	Identification code	CH0198251305								
b)	Nature of the transaction	GRANT OF DEFERRED SHARES UNDER THE MANAGEMENT INCENTIVE PLAN. THE NUMBER OF DEFERRED SHARES GRANTED IS EQUIVALENT TO 50 PER CENT OF THE ANNUAL BONUS AWARDED TO THE CHIEF EXECUTIVE OFFICER FOR THE 2023 FINANCIAL YEAR, CALCULATED ON THE BASIS OF THE CLOSING PRICE FOR THE DEFERRED SHARES ON THE DATE OF GRANT. THE DEFERRED SHARES WILL HAVE A VESTING PERIOD OF THREE YEARS FROM 31 DECEMBER 2023.								
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>24.75 GBP</td> <td colspan="2">16,431</td> </tr> </tbody> </table>			Price(s)	Volume(s)		24.75 GBP	16,431	
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	- Aggregated volume									
	- Price									
e)	Date of the transaction	2024-03-13								
f)	Place of the transaction	OUTSIDE A TRADING VENUE								

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

For further information, please contact:

Jan Gustavsson

General Counsel and Company Secretary
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