

FOR IMMEDIATE RELEASE

14 March 2024

### 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 at nil cost performance shares of CHF 6.70 each ("Shares") in the Company on 13 March 2024 through their participation in the Stock Option and Performance Share Award Plan ("PSP"). The performance shares will vest after three years subject to achievement of performance conditions.

PDMR	Number of Shares granted under the PSP	Share price
ZORAN BOGDANOVIC	101,922	£ 24.75
JAN GUSTAVSSON	25,438	£ 24.75
MINAS AGELIDIS	19,985	£ 24.75
MARCEL MARTIN	22,208	£ 24.75
EBRU OZGEN	20,581	£ 24.75
PANAGIOTA KALOGERAKI	42,587	£ 24.75
ANASTASIS STAMOULIS	19,612	£ 24.75
VITALIY NOVIKOV	19,302	£ 24.75
MOURAD AJARTI	17,144	£ 24.75
BARBARA TOENZ	17,123	£ 24.75
IVO BJELIS	18,111	£ 24.75
SPYROS MELLO	13,858	£ 24.75
JAAK MIKKEL	13,922	£ 24.75
ALEKSANDAR RUZEVIC	19,128	£ 24.75



FRANK O'DONNELL	18,402	£ 24.75
VLADIMIR KOSIJER	12,331	£ 24.75

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	ZORAN BOGDAN	IOVIC	
2	Reason for the notification			
a)	Position/status	CHIEF EXECUTIV	EOFFICER	
b)	Initial notification /Amendment	INITIAL NOTIFICA	ATION	
3	Details of the issuer, emission auctioneer or auction monito		participant	, auction platform,
a)	Name	COCA-COLA HB	CAG	
b)	LEI	549300EFP3TNG	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	COST WHICH WII SUBJECT TO ACH CONDITIONS AN	L VEST AFT HEVEMENT D WILL BE S HOLDING F	<b>PERIOD FOLLOWING</b>
c)	Price(s) and volume(s)	Price(s) 24.75 GBP		lume(s) 1,922
d)	Aggregated information	Price	Volume	Total
	- Aggregated volume	L	1	



	- Price	24.75 GBP	101,922	2,522,569.50 GBP
e)	Date of the transaction	2024-03-13		
f)	Place of the transaction	OUTSIDE A TRAD	ING VENUE	

1	Details of the person dischar associated	ging managerial ı	responsibi	ilities /	person closely
a)	Name	JAN GUSTAVS	SON		
2	Reason for the notification	1			
a)	Position/status	GENERAL COU	INSEL AND	D COM	PANY SECRETARY
b)	Initial notification /Amendment	INITIAL NOTIFI	CATION		
3	Details of the issuer, emissic auctioneer or auction monito		ket partici	pant, a	uction platform,
a)	Name	COCA-COLA H	IBC AG		
b)	LEI	549300EFP3TN	NG7JGVE4	19	
4	Details of the transaction(s) instrument; (ii) each type of transactions have been cond	transaction; (iii) e			
a)	Description of the financial instrument, type of instrument	SHARES			
	Identification code	CH019825130	5		
b)	Nature of the transaction	GRANTING OF PERFORMANCE SHARES AT NIL COST WHICH WILL VEST AFTER THREE YEARS SUBJECT TO ACHIEVEMENT OF PERFORMANCE CONDITIONS			
c)	Price(s) and volume(s)	Price(s)		Volur	
		24.75 GBP		25,43	
d)	Aggregated information			1	· · · · · · · · · · · · · · · · · · ·
-		Price	Volum	e	Total
-	- Aggregated volume	24.75 GBP	25,438	3	629,590.50 GBP



e)	Date of the transaction	2024-03-13
f)	Place of the transaction	OUTSIDE A TRADING VENUE

1	Details of the person discharging managerial responsibilities / person closely associated			person closely	
a)	Name	MINAS AGELIDIS			
2	Reason for the notification				
a)	Position/status	REGIONAL DIREC	TOR		
b)	Initial notification /Amendment	INITIAL NOTIFICA	TION		
3	Details of the issuer, emission auctioneer or auction monito		partici	pant, a	uction platform,
a)	Name	COCA-COLA HBO	CAG		
b)	LEI	549300EFP3TNG	7JGVE4	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 PE COST WHICH WIL SUBJECT TO ACH CONDITIONS	L VEST	AFTER	R THREE YEARS
c)	Price(s) and volume(s)				( - )
		Price(s) 24.75 GBP		Volum 19,98	. ,
d)	Aggregated information			1	
	- Aggregated volume	Price	Volum	-	Total
	Aggi egated volume	24.75 GBP	19,985	)	494,628.75 GBP
	- Price		1		



e)	Date of the transaction	2024-03-13
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	CHIEF CORPORA OFFICER	TE AFFA	AIRS & S	SUSTAINABILITY
b)	Initial notification /Amendment	INITIAL NOTIFIC	ATION		
3	Details of the issuer, emissior auctioneer or auction monito		t partici	pant, a	uction platform,
a)	Name	COCA-COLA HBO	CAG		
b)	LEI	549300EFP3TNG	7JGVE4	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 PE COST WHICH WII SUBJECT TO ACE CONDITIONS	LL VEST	AFTER	R THREE YEARS
c)	Price(s) and volume(s)	Price(s)		Volum	
		24.75 GBP		22,20	. ,
d)	Aggregated information				· · · · · · · · · · · · · · · · · · ·
	- Aggregated volume	Price 24.75 GBP	Volum 22,208	-	Total 549,648.00 GBP
	- Price				



e)	Date of the transaction	2024-03-13
f)	Place of the transaction	OUTSIDE A TRADING VENUE

1	Details of the person discharging managerial responsibilities / person closely associated			person closely	
a)	Name	EBRU OZGEN			
2	Reason for the notification				
a)	Position/status	CHIEF PEOPLE AN	ND CUL	TURE C	OFFICER
b)	Initial notification /Amendment	INITIAL NOTIFICA	ATION		
3	Details of the issuer, emission auctioneer or auction monitor		partici	pant, a	uction platform,
a)	Name	COCA-COLA HBO	CAG		
b)	LEI	549300EFP3TNG	7JGVE4	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 PE COST WHICH WII SUBJECT TO ACH CONDITIONS	L VEST	AFTER	R THREE YEARS
c)	Price(s) and volume(s)	Price(s)		Volum	
		24.75 GBP		20,58	. ,
d)	Aggregated information	· · ·	I		
	- Aggregated volume	Price	Volum	-	Total
	- Aggi egaleu volume	24.75 GBP	20,581	L	509,379.75 GBP
	- Price				



e)	Date of the transaction	2024-03-13
f)	Place of the transaction	OUTSIDE A TRADING VENUE

1	Details of the person discharg associated	jing managerial res	sponsibi	lities /	person closely
a)	Name	PANAGIOTA KAL	OGERA	KI	
2	Reason for the notification				
a)	Position/status	CHIEF OPERATIN	IG OFFIC	CER	
b)	Initial notification /Amendment	INITIAL NOTIFIC	ATION		
3	Details of the issuer, emission auctioneer or auction monito		t partici	pant, a	uction platform,
a)	Name	COCA-COLA HB	CAG		
b)	LEI	549300EFP3TNG	7JGVE4	9	
4	Details of the transaction(s): instrument; (ii) each type of to transactions have been condu	ransaction; (iii) eac			
a)	Description of the financial instrument, type of instrument	SHARES			
	Identification code	CH0198251305			
b)	Nature of the transaction	GRANTING OF PE COST WHICH WII SUBJECT TO ACH CONDITIONS	LL VEST	AFTER	R THREE YEARS
c)	Price(s) and volume(s)				()
		Price(s) 24.75 GBP		Volun 42,58	
d)	Aggregated information		1	I	
	A sourcestand and the second	Price	Volum	е	Total
	- Aggregated volume	24.75 GBP	42,587	7	1,054,028.25 GBP
	- Price		•		•



e)	Date of the transaction	2024-03-13
f)	Place of the transaction	OUTSIDE A TRADING VENUE

1	Details of the person discharg associated	jing managerial res	sponsibi	lities /	person closely
a)	Name	ANASTASIS STAI	MOULIS		
2	Reason for the notification	I			
a)	Position/status	INCOMING CHIEF	FINAN	CIAL O	FFICER
b)	Initial notification /Amendment	INITIAL NOTIFIC	ATION		
3	Details of the issuer, emission auctioneer or auction monito		t partici	pant, a	uction platform,
a)	Name	COCA-COLA HB	C AG		
b)	LEI	549300EFP3TNG	7JGVE4	9	
4	Details of the transaction(s): instrument; (ii) each type of t transactions have been condu	ransaction; (iii) eac			••
a)	Description of the financial instrument, type of instrument	SHARES			
	Identification code	CH0198251305			
b)	Nature of the transaction	GRANTING OF PE COST WHICH WI SUBJECT TO ACI CONDITIONS	LL VEST	AFTER	R THREE YEARS
c)	Price(s) and volume(s)	Price(s)		Volun	
		24.75 GBP		19,61	. ,
d)	Aggregated information		1		
	- Aggregated volume	Price 24.75 GBP	Volum 19,612	-	Total 485,397.00 GBP
	- Price				



e)	Date of the transaction	2024-03-13
f)	Place of the transaction	OUTSIDE A TRADING VENUE

1	Details of the person discharging managerial responsibilities / person closely associated				
a)	Name	VITALIY NOVIKO	V		
2	Reason for the notification				
a)	Position/status	DIGITAL COMME DIRECTOR	RCE BU	SINESS	DEVELOPMENT
b)	Initial notification /Amendment	INITIAL NOTIFICA	ATION		
3	Details of the issuer, emission auctioneer or auction monito		t partici	pant, a	uction platform,
a)	Name	COCA-COLA HB	CAG		
b)	LEI	549300EFP3TNG	7JGVE4	9	
4	Details of the transaction(s): instrument; (ii) each type of the transactions have been condu	ransaction; (iii) eac			••
a)	Description of the financial instrument, type of instrument	SHARES			
	Identification code	CH0198251305			
b)	Nature of the transaction	GRANTING OF PE COST WHICH WII SUBJECT TO ACH CONDITIONS	LL VEST	AFTER	R THREE YEARS
c)	Price(s) and volume(s)	Price(s)		Volun	
		24.75 GBP		19,30	. ,
d)	Aggregated information		1		· · · · · · · · · · · · · · · · · · ·
	- Aggregated volume	Price 24.75 GBP	Volum 19,302	-	Total 477,724.50 GBP
	- Price				



e)	Date of the transaction	2024-03-13
f)	Place of the transaction	OUTSIDE A TRADING VENUE

1	Details of the person discharges associated	ging managerial res	sponsibi	lities /	person closely
a)	Name	MOURAD AJART	I		
2	Reason for the notification	1			
a)	Position/status	CHIEF DIGITAL &	TECHIN	IOLOG	YOFFICER
b)	Initial notification /Amendment	INITIAL NOTIFIC	ATION		
3	Details of the issuer, emission auctioneer or auction monito		t partici	pant, a	uction platform,
a)	Name	COCA-COLA HB	C AG		
b)	LEI	549300EFP3TNG	7JGVE4	9	
4	Details of the transaction(s): instrument; (ii) each type of t transactions have been condu	ransaction; (iii) ead			• •
a)	Description of the financial instrument, type of instrument	SHARES			
	Identification code	CH0198251305			
b)	Nature of the transaction	GRANTING OF PE COST WHICH WI SUBJECT TO ACI CONDITIONS	LL VEST	AFTER	
c)	Price(s) and volume(s)	Price(s)		Volun	
		24.75 GBP		17,14	. ,
d)	Aggregated information				
	- Aggregated volume	Price	Volum	-	Total
		24.75 GBP	17,144	ł	424,314.00 GBP
	- Price		1		1



e)	Date of the transaction	2024-03-13
f)	Place of the transaction	OUTSIDE A TRADING VENUE

1	Details of the person discharg associated	ging managerial res	sponsibi	lities /	person closely
a)	Name	BARBARA TOENZ	2		
2	Reason for the notification				
a)	Position/status	CHIEF CUSTOME	R & CON	MERC	IAL OFFICER
b)	Initial notification /Amendment	INITIAL NOTIFIC	ATION		
3	Details of the issuer, emission auctioneer or auction monito		t partici	pant, a	uction platform,
a)	Name	COCA-COLA HB	C AG		
b)	LEI	549300EFP3TNG	7JGVE4	9	
4	Details of the transaction(s): instrument; (ii) each type of t transactions have been condu	ransaction; (iii) eac			• •
a)	Description of the financial instrument, type of instrument	SHARES			
	Identification code	CH0198251305			
b)	Nature of the transaction	GRANTING OF PE COST WHICH WI SUBJECT TO ACI CONDITIONS	LL VEST	AFTER	R THREE YEARS
c)	Price(s) and volume(s)				
		Price(s) 24.75 GBP		Volun 17,12	. ,
d)	Aggregated information			1	
	- Aggregated volume	Price	Volum	-	Total
	- Ayyreyated volume	24.75 GBP	17,123	5	423,794.25 GBP
	- Price		1		



e)	Date of the transaction	2024-03-13
f)	Place of the transaction	OUTSIDE A TRADING VENUE

1	Details of the person discharges associated	ging managerial res	ponsibi	lities /	person closely
a)	Name	IVO BJELIS			
2	Reason for the notification	1			
a)	Position/status	CHIEF SUPPLY CH	HAIN OF	FICER	
b)	Initial notification /Amendment	INITIAL NOTIFICA	ATION		
3	Details of the issuer, emission auctioneer or auction monito		partici	pant, a	uction platform,
a)	Name	COCA-COLA HBO	CAG		
b)	LEI	549300EFP3TNG	7JGVE4	9	
4	Details of the transaction(s): instrument; (ii) each type of t transactions have been condu	ransaction; (iii) eac			••
a)	Description of the financial instrument, type of instrument	SHARES			
	Identification code	CH0198251305			
b)	Nature of the transaction	GRANTING OF PE COST WHICH WII SUBJECT TO ACH CONDITIONS	_L VEST	AFTER	R THREE YEARS
c)	Price(s) and volume(s)	Price(s)		Volum	
		24.75 GBP		18,11	. ,
d)	Aggregated information		1	1	
	- Aggregated volume	Price	Volum	-	Total
	Aggi egated volume	24.75 GBP	18,111	L	448,247.25 GBP
	- Price				



e)	Date of the transaction	2024-03-13
f)	Place of the transaction	OUTSIDE A TRADING VENUE

1	Details of the person discharging managerial responsibilities / person closely associated					
a)	Name	SPYROS MELLO				
2	Reason for the notification	1				
a)	Position/status	STRATEGY AND	FRANSF	ORMA	TION DIRECTOR	
b)	Initial notification /Amendment	INITIAL NOTIFICATION				
3	Details of the issuer, emission auctioneer or auction monito		partici	pant, a	uction platform,	
a)	Name	COCA-COLA HB	CAG			
b)	LEI	549300EFP3TNG	7JGVE4	19		
4	Details of the transaction(s): instrument; (ii) each type of t transactions have been condu	ransaction; (iii) eac			••	
a)	Description of the financial instrument, type of instrument	SHARES				
	Identification code	CH0198251305				
b)	Nature of the transaction	GRANTING OF PERFORMANCE SHARES AT NIL COST WHICH WILL VEST AFTER THREE YEARS SUBJECT TO ACHIEVEMENT OF PERFORMANCE CONDITIONS				
c)	Price(s) and volume(s)	Price(s)		Volum		
		24.75 GBP		13,85		
d)	Aggregated information		I			
	- Aggregated volume	Price	Volum	-	Total	
	Aggi egated volume	24.75 GBP	13,858	3	342,985.50 GBP	
	- Price					



e)	Date of the transaction	2024-03-13
f)	Place of the transaction	OUTSIDE A TRADING VENUE

1	Details of the person discharging managerial responsibilities / person closely associated					
a)	Name	JAAK MIKKEL				
2	Reason for the notification					
a)	Position/status	NEW BUSINESSES	S DIREC	TOR		
b)	Initial notification /Amendment	INITIAL NOTIFICATION				
3	Details of the issuer, emissior auctioneer or auction monitor		partici	pant, aı	uction platform,	
a)	Name	COCA-COLA HBO	CAG			
b)	LEI	549300EFP3TNG	7JGVE4	9		
4	Details of the transaction(s): instrument; (ii) each type of to transactions have been condu	ransaction; (iii) eac				
a)	Description of the financial instrument, type of instrument	SHARES				
	Identification code	CH0198251305				
b)	Nature of the transaction	GRANTING OF PERFORMANCE SHARES AT NIL COST WHICH WILL VEST AFTER THREE YEARS SUBJECT TO ACHIEVEMENT OF PERFORMANCE CONDITIONS				
c)	Price(s) and volume(s)					
		Price(s)		Volum	ne(s)	
		24.75 GBP		13,92	2	
d)	Aggregated information		-	1		
	· · · ·	Price	Volum	e	Total	
	- Aggregated volume	24.75 GBP	13,922	2	344,569.50 GBP	



	- Price	
e)	Date of the transaction	2024-03-13
f)	Place of the transaction	OUTSIDE A TRADING VENUE

1	Details of the person discharging managerial responsibilities / person closely associated						
a)	Name	ALEKSANDAR RUZEVIC					
2	Reason for the notification	e notification					
a)	Position/status	REGIONAL DIRECTOR					
b)	Initial notification /Amendment	INITIAL NOTIFICA	INITIAL NOTIFICATION				
3	Details of the issuer, emissio auctioneer or auction monito		t partici	pant, au	uction platform,		
a)	Name	COCA-COLA HB	CAG				
b)	LEI	549300EFP3TNG	7JGVE4	19			
4	Details of the transaction(s): instrument; (ii) each type of t transactions have been cond	ransaction; (iii) eac			••		
a)	Description of the financial instrument, type of instrument	SHARES					
	Identification code	CH0198251305					
b)	Nature of the transaction	GRANTING OF PERFORMANCE SHARES AT NIL COST WHICH WILL VEST AFTER THREE YEARS SUBJECT TO ACHIEVEMENT OF PERFORMANCE CONDITIONS					
c)	Price(s) and volume(s)	Price(s)Volume(s)24.75 GBP19,128					
d)	Aggregated information	Price	Volum	ne	Total		
			1				



	- Price	24.75 GBP	19,128	473,418.00 GBP	
e)	Date of the transaction	2024-03-13			
f)	Place of the transaction	OUTSIDE A TRADING VENUE			

1	Details of the person discharging managerial responsibilities / person closely associated						
a)	Name	FRANK O'DONNELL					
2	Reason for the notification						
a)	Position/status	REGIONAL DIRECTOR					
b)	Initial notification /Amendment	INITIAL NOTIFICATION					
3	Details of the issuer, emissior auctioneer or auction monitor		partici	pant, aı	iction platform,		
a)	Name	COCA-COLA HBC AG					
b)	LEI	549300EFP3TNG7JGVE49					
4	Details of the transaction(s): instrument; (ii) each type of to transactions have been condu	ransaction; (iii) eac					
a)	Description of the financial instrument, type of instrument	SHARES					
	Identification code	CH0198251305					
b)	Nature of the transaction	GRANTING OF PERFORMANCE SHARES AT NIL COST WHICH WILL VEST AFTER THREE YEARS SUBJECT TO ACHIEVEMENT OF PERFORMANCE CONDITIONS					
c)	Price(s) and volume(s)	Price(s) Volume(s)		e(s)			
		24.75 GBP		18,402	2		
d)	Aggregated information	Price	Volum	e	Total	7	
1			7010111	-			



	- Aggregated volume	24.75 GBP	18,402	455,449.50 GBP
	- Price			
e)	Date of the transaction	2024-03-13		
f)	Place of the transaction	OUTSIDE A TRAD	ING VENUE	

1	Details of the person discharging managerial responsibilities / person closely associated				
a)	Name	VLADIMIR KOSIJER			
2	Reason for the notification				
a)	Position/status	ACTING REGIONAL DIRECTOR			
b)	Initial notification /Amendment	INITIAL NOTIFICATION			
3	Details of the issuer, emission	on allowance market partici	pant, auction platform,		
	auctioneer or auction monit	or			
a)	Name	COCA-COLA HBC AG	COCA-COLA HBC AG		
b)	LEI	549300EFP3TNG7JGVE4	19		
	Details of the transaction(s): section to be repeated for (i) each type of				
4	Details of the transaction(s)	section to be repeated for	(i) each type of		
4	Details of the transaction(s) instrument; (ii) each type of		••		
4		transaction; (iii) each date;	••		
<b>4</b> a)	instrument; (ii) each type of	transaction; (iii) each date;			
	<b>instrument; (ii) each type of</b> <b>transactions have been cond</b> Description of the financial instrument, type of	transaction; (iii) each date; lucted			
	instrument; (ii) each type of transactions have been conc Description of the financial instrument, type of instrument	transaction; (iii) each date; lucted SHARES	and (iv) each place where 1ANCE SHARES AT NIL 1 AFTER THREE YEARS		
a)	instrument; (ii) each type of transactions have been conc Description of the financial instrument, type of instrument Identification code	transaction; (iii) each date; lucted SHARES CH0198251305 GRANTING OF PERFORM COST WHICH WILL VEST SUBJECT TO ACHIEVEM CONDITIONS	and (iv) each place where IANCE SHARES AT NIL FAFTER THREE YEARS ENT OF PERFORMANCE		
a) b)	instrument; (ii) each type of transactions have been conc Description of the financial instrument, type of instrument Identification code Nature of the transaction	transaction; (iii) each date; lucted SHARES CH0198251305 GRANTING OF PERFORM COST WHICH WILL VEST SUBJECT TO ACHIEVEM	and (iv) each place where 1ANCE SHARES AT NIL 1 AFTER THREE YEARS		
a) b)	instrument; (ii) each type of transactions have been conc Description of the financial instrument, type of instrument Identification code Nature of the transaction	transaction; (iii) each date; lucted SHARES CH0198251305 GRANTING OF PERFORM COST WHICH WILL VEST SUBJECT TO ACHIEVEM CONDITIONS	and (iv) each place where IANCE SHARES AT NIL FAFTER THREE YEARS ENT OF PERFORMANCE		



		Price	Volume	Total
	- Aggregated volume	24.75 GBP	12,331	305,192.25 GBP
	- 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 +41 (0) 41 726 01 10