



FOR IMMEDIATE RELEASE

18 March 2020

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 17 March 2020 through their participation in the Company’s Employee Share Purchase Plan (“ESPP”). 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 17 March 2020 are also set out below.

PDMR	Number of Shares acquired by the PDMRs under the ESPP	Number of Shares acquired by the Company on behalf of the PDMRs under the ESPP	Share price
ZORAN BOGDANOVIC	285.598	122.567	€ 14.44058
JAN GUSTAVSSON	174.251	77.201	€ 14.44058
MINAS AGELIDIS	54.227	42.959	€ 14.44058
MARCEL MARTIN	105.752	-	€ 14.44058
MICHALIS IMELLOS	83.107	85.944	€ 14.44058
SANDA PAREZANOVIC	59.495	61.283	€ 14.44058
PANAGIOTA KALOGERAKI	114.395	-	€ 14.44058
NIKOLAOS KALAITZIDAKIS	95.544	57.198	€ 14.44058
VITALIY NOVIKOV	215.717	48.046	€ 14.44058
MATTHIEU SEGUIN	122.021	38.611	€ 14.44058
ALEKSANDER RUZEVIC	50.334	48.046	€ 14.44058
SEAN O’NEILL	46.481	-	€ 14.44058

The Notification of Dealing Forms for each PDMR and for the Company’s contributions can be found below.



Coca-Cola
Hellenic Bottling Company

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	COCA-COLA HBC AG ORDINARY SHARES OF CHF 6.70 EACH							
	Identification code	CH0198251305							
b)	Nature of the transaction	PDMR'S CONTRIBUTION TO PURCHASE SHARES UNDER THE COMPANY'S EMPLOYEE SHARE PURCHASE PLAN							
c)	Price(s) and volume(s)	<table border="1"> <thead> <tr> <th>Price(s)</th> <th>Volume(s)</th> </tr> </thead> <tbody> <tr> <td>14.44058 GBP</td> <td>285.598</td> </tr> </tbody> </table>		Price(s)	Volume(s)	14.44058 GBP	285.598		
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Price	Volume	Total							
14.44058 GBP	285.598	GBP 4124.20							
	- Aggregated volume								
	- Price								
e)	Date of the transaction	2020-03-17							
f)	Place of the transaction	XLON							
5	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	COCA-COLA HBC AG ORDINARY SHARES OF CHF 6.70 EACH CH0198251305						
b)	Nature of the transaction	COMPANY'S MATCHING CONTRIBUTION TO PURCHASE SHARES ON BEHALF OF PDMR UNDER THE COMPANY'S EMPLOYEE SHARE PURCHASE PLAN						
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Price	Volume	Total						
14.44058 GBP	122.567	GBP 1769.94						
e)	Date of the transaction	2020-03-17						
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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e)	Date of the transaction	2020-03-17								



f)	Place of the transaction	XLON
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1	Details of the person discharging managerial responsibilities / person closely associated							
a)	Name	MINAS AGELIDIS						
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	Volume	Total							
14.44058 GBP	42.959	GBP 620.35							
e)	Date of the transaction	2020-03-17							
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	



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Price	Volume	Total							
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e)	Date of the transaction	2020-03-17							
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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	
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14.44058 GBP	83.107									
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14.44058 GBP	83.107	GBP 1200.11								
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e)	Date of the transaction	2020-03-17								



f)	Place of the transaction	XLON
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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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14.44058 GBP	61.283	GBP 884.96							
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f)	Place of the transaction	XLON							

1	Details of the person discharging managerial responsibilities / person closely associated		
a)	Name	PANAGIOTA KALOGERAKI	
2	Reason for the notification		
a)	Position/status	CHIEF CUSTOMER & COMMERCIAL 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	

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1	Details of the person discharging managerial responsibilities / person closely associated		
a)	Name	NIKOLAOS KALAITZIDAKIS	
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	
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Price	Volume	Total								
14.44058 GBP	57.198	GBP 825.97								
e)	Date of the transaction	2020-03-17								

f)	Place of the transaction	XLON
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1	Details of the person discharging managerial responsibilities / person closely associated							
a)	Name	VITALIY NOVIKOV						
2	Reason for the notification							
a)	Position/status	COUNTRY GENERAL MANAGER						
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	COCA-COLA HBC AG ORDINARY SHARES OF CHF 6.70 EACH CH0198251305						
b)	Nature of the transaction	PDMMR'S CONTRIBUTION TO PURCHASE SHARES UNDER THE COMPANY'S EMPLOYEE SHARE PURCHASE PLAN						
c)	Price(s) and volume(s)	<table border="1"> <thead> <tr> <th>Price(s)</th> <th>Volume(s)</th> </tr> </thead> <tbody> <tr> <td>14.44058 GBP</td> <td>215.717</td> </tr> </tbody> </table>	Price(s)	Volume(s)	14.44058 GBP	215.717		
Price(s)	Volume(s)							
14.44058 GBP	215.717							
d)	Aggregated information - Aggregated volume - Price	<table border="1"> <thead> <tr> <th>Price</th> <th>Volume</th> <th>Total</th> </tr> </thead> <tbody> <tr> <td>14.44058 GBP</td> <td>215.717</td> <td>GBP 3115.08</td> </tr> </tbody> </table>	Price	Volume	Total	14.44058 GBP	215.717	GBP 3115.08
Price	Volume	Total						
14.44058 GBP	215.717	GBP 3115.08						
e)	Date of the transaction	2020-03-17						



f)	Place of the transaction	XLON						
5	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	COCA-COLA HBC AG ORDINARY SHARES OF CHF 6.70 EACH CH0198251305						
b)	Nature of the transaction	COMPANY'S MATCHING CONTRIBUTION TO PURCHASE SHARES ON BEHALF OF PDMR UNDER THE COMPANY'S EMPLOYEE SHARE PURCHASE PLAN						
c)	Price(s) and volume(s)	<table border="1"> <thead> <tr> <th>Price(s)</th> <th>Volume(s)</th> </tr> </thead> <tbody> <tr> <td>14.44058 GBP</td> <td>48.046</td> </tr> </tbody> </table>	Price(s)	Volume(s)	14.44058 GBP	48.046		
Price(s)	Volume(s)							
14.44058 GBP	48.046							
d)	Aggregated information - Aggregated volume - Price	<table border="1"> <thead> <tr> <th>Price</th> <th>Volume</th> <th>Total</th> </tr> </thead> <tbody> <tr> <td>14.44058 GBP</td> <td>48.046</td> <td>GBP 693.81</td> </tr> </tbody> </table>	Price	Volume	Total	14.44058 GBP	48.046	GBP 693.81
Price	Volume	Total						
14.44058 GBP	48.046	GBP 693.81						
e)	Date of the transaction	2020-03-17						
f)	Place of the transaction	XLON						

1	Details of the person discharging managerial responsibilities / person closely associated	
a)	Name	MATTHIEU SEGUIN
2	Reason for the notification	
a)	Position/status	COUNTRY GENERAL MANAGER
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	COCA-COLA HBC AG ORDINARY SHARES OF CHF 6.70 EACH CH0198251305								
b)	Nature of the transaction	PDMR'S CONTRIBUTION TO PURCHASE SHARES UNDER THE COMPANY'S EMPLOYEE SHARE PURCHASE PLAN								
c)	Price(s) and volume(s)	<table border="1"> <thead> <tr> <th>Price(s)</th> <th>Volume(s)</th> </tr> </thead> <tbody> <tr> <td>14.44058 GBP</td> <td>122.021</td> </tr> </tbody> </table>			Price(s)	Volume(s)	14.44058 GBP	122.021		
Price(s)	Volume(s)									
14.44058 GBP	122.021									
d)	Aggregated information - Aggregated volume - Price	<table border="1"> <thead> <tr> <th>Price</th> <th>Volume</th> <th>Total</th> </tr> </thead> <tbody> <tr> <td>14.44058 GBP</td> <td>122.021</td> <td>GBP 1762.05</td> </tr> </tbody> </table>			Price	Volume	Total	14.44058 GBP	122.021	GBP 1762.05
Price	Volume	Total								
14.44058 GBP	122.021	GBP 1762.05								
e)	Date of the transaction	2020-03-17								
f)	Place of the transaction	XLON								
5	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	COCA-COLA HBC AG ORDINARY SHARES OF CHF 6.70 EACH CH0198251305								
b)	Nature of the transaction	COMPANY'S MATCHING CONTRIBUTION TO PURCHASE SHARES ON BEHALF OF PDMR UNDER THE COMPANY'S EMPLOYEE SHARE PURCHASE PLAN								
c)	Price(s) and volume(s)	<table border="1"> <thead> <tr> <th>Price(s)</th> <th>Volume(s)</th> </tr> </thead> <tbody> <tr> <td>14.44058 GBP</td> <td>38.611</td> </tr> </tbody> </table>			Price(s)	Volume(s)	14.44058 GBP	38.611		
Price(s)	Volume(s)									
14.44058 GBP	38.611									
d)	Aggregated information	<table border="1"> <thead> <tr> <th>Price</th> <th>Volume</th> <th>Total</th> </tr> </thead> <tbody> </tbody> </table>			Price	Volume	Total			
Price	Volume	Total								



Coca-Cola
Hellenic Bottling Company

	- Aggregated volume	14.44058 GBP	38.611	GBP 557.57
	- Price			
e)	Date of the transaction	2020-03-17		
f)	Place of the transaction	XLON		

1	Details of the person discharging managerial responsibilities / person closely associated								
a)	Name	ALEKSANDAR RUZEVIC							
2	Reason for the notification								
a)	Position/status	COUNTRY GENERAL MANAGER							
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							
	Identification code	CH0198251305							
b)	Nature of the transaction	PDMR'S CONTRIBUTION TO PURCHASE SHARES UNDER THE COMPANY'S EMPLOYEE SHARE PURCHASE PLAN							
c)	Price(s) and volume(s)	<table border="1"> <thead> <tr> <th>Price(s)</th> <th>Volume(s)</th> </tr> </thead> <tbody> <tr> <td>14.44058 GBP</td> <td>50.334</td> </tr> </tbody> </table>		Price(s)	Volume(s)	14.44058 GBP	50.334		
Price(s)	Volume(s)								
14.44058 GBP	50.334								
d)	Aggregated information	<table border="1"> <thead> <tr> <th>Price</th> <th>Volume</th> <th>Total</th> </tr> </thead> <tbody> <tr> <td></td> <td></td> <td></td> </tr> </tbody> </table>		Price	Volume	Total			
Price	Volume	Total							
	- Aggregated volume								



	- Price	14.44058 GBP	50.334	GBP 726.85						
e)	Date of the transaction	2020-03-17								
f)	Place of the transaction	XLON								
5	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	COCA-COLA HBC AG ORDINARY SHARES OF CHF 6.70 EACH CH0198251305								
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Price	Volume	Total								
14.44058 GBP	48.046	GBP 693.81								
e)	Date of the transaction	2020-03-17								
f)	Place of the transaction	XLON								

1	Details of the person discharging managerial responsibilities / person closely associated	
a)	Name	SEAN O'NEILL
2	Reason for the notification	
a)	Position/status	PA&C DIRECTOR
b)	Initial notification /Amendment	INITIAL NOTIFICATION



Coca-Cola
Hellenic Bottling Company

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							
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Price(s)	Volume(s)							
14.44058 GBP	46.481							
d)	Aggregated information - Aggregated volume - Price	<table border="1"> <thead> <tr> <th>Price</th> <th>Volume</th> <th>Total</th> </tr> </thead> <tbody> <tr> <td>14.44058 GBP</td> <td>46.481</td> <td>GBP 671.21</td> </tr> </tbody> </table>	Price	Volume	Total	14.44058 GBP	46.481	GBP 671.21
Price	Volume	Total						
14.44058 GBP	46.481	GBP 671.21						
e)	Date of the transaction	2020-03-17						
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