

CCH – Annual General Meeting – Chairman’s speech

23 June 2015

Dear Shareowners, Ladies and Gentlemen,

On behalf of the Board of Directors of Coca-Cola HBC AG, I would like to welcome you to our Annual General Meeting.

I hope you have had the opportunity to read our 2014 Integrated Annual Report and reflect on our operational and financial performance as well as our achievements in the sustainability area. I would now like to take a few minutes to take you through the highlights of the year.

In many of our markets, the external environment continued to be very difficult with unprecedented geopolitical challenges, currency volatility and suppressed consumer confidence. Despite these headwinds, our proven strategy and highly engaged work-force allowed us to maintain and reinforce our strong position across our markets. We made good progress with our cost leadership initiatives, stream-lining our production infrastructure and extending our reach and customer service while reducing cost. Our disciplined approach to working capital, allowed us to once again generate solid free cash flow.

Our CEO, Dimitris Lois, will shortly elaborate on these initiatives as well as our achievements in the marketplace, winning share and growing revenue per case, which reaffirm our confidence that we will continue to capture growth opportunities in our territory. What I’d like to leave you with is our conviction that the progress we made in 2014, combined with our unique geographic footprint, portfolio of leading brands, dedicated team and winning strategy, positions us well for future growth.

Strong governance and transparent reporting are critical to the long-term creation of value. Our commitment to corporate governance best practices plays a key role in managing our risks and opportunities and in maintaining the trust of our stakeholders. Over the past several years our Nomination Committee has worked to ensure that the right balance of skills and breadth of experience is reflected on our Board. During 2014, we welcomed Anastasios Leventis, Christo Leventis, José Octavio Reyes and John Sechi to the Board.

This year Susan Kilsby and Christos Ioannou have decided to retire from the Board and we are recommending Alexandra Papalexopoulou and Sola David-Borha to succeed them. On behalf of the Board I would like to express our deep appreciation to Susan and Christos for their many contributions to Coca-Cola HBC. I am also looking forward to working closely with Alexandra, Sola and the rest of the Board to deliver value for all of our stakeholders.

On a related note, building community trust through the responsible and sustainable management of our business is an indispensable part of our culture. This is more important than ever in challenging times. Over the past decade, we have consistently worked to integrate corporate responsibility and sustainability across every aspect of our business. We continue to invest significantly in order to create shared value with our employees, communities, customers, consumers and shareholders. Our sustainability initiatives focus on three key areas: promoting health and

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wellness, minimising our environmental impact and benefitting the local communities where we operate.

In 2014, our efforts in these important areas were recognised by the Dow Jones Sustainability Indices, naming Coca-Cola HBC as the European and World industry leader among beverage companies. Looking forward, we will continue setting ambitious long-term sustainability targets and reporting on our progress.

On behalf of the Board, I would like to take this opportunity to thank all employees throughout Coca-Cola HBC for their tremendous efforts, passion and resilience in delivering results in what continues to be a very volatile environment. It is their commitment and focus that enables our substantial progress. Finally, I would like to wholeheartedly thank you, our shareholders, for your support.

In closing, I would like to reiterate that we are cautiously optimistic about the year ahead despite continuing volatility across our territories. We continue to deliver on our strategic commitments which drive operational performance and create value for our shareowners as well as our communities. We remain strongly committed to creating shared value with all of our stakeholders. Consistent with our progressive dividend policy, the Board is proposing a full year dividend of 0.36 Euros per share.