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Coca-Cola
Hellenic Bottling Company

FOR IMMEDIATE RELEASE

Coca-Cola HBC AG

Coca-Cola HBC agrees to acquire Lurisia, an Italian premium water and adult sparkling beverages company

Zug, Switzerland – 18 September 2019 – Coca-Cola HBC AG ("**Coca-Cola HBC**") is pleased to announce that it has entered into an agreement for the acquisition of Acque Minerali S.r.l. ("**Acque Minerali**" or "**Lurisia**"), a privately-held natural mineral water and adult sparkling beverages business in Italy. The acquisition is being made through Coca-Cola HBC's wholly-owned subsidiary, Coca-Cola HBC Italia S.r.l.

The acquisition is being made in conjunction with The Coca-Cola Company, in-line with previous similar acquisitions (the "**Transaction**"). The selling shareholders are the private equity fund IDeA Taste of Italy, managed by DeA Capital Alternative Funds SGR S.r.l., the Invernizzi family, and Eataly Distribuzione S.r.l. The total enterprise value payable by Coca-Cola HBC and The Coca-Cola Company, subject to customary closing adjustments, amounts to €88 million. Completion of the acquisition is subject to certain conditions and is expected by the end of 2019. As part of the Transaction, Piero Bagnasco, CEO of Lurisia, and Alessandro Invernizzi will remain on the board of directors of Acque Minerali. Both are representatives of two of the selling shareholders.

Founded in 1940 in Roccaforte Mondovì, Northwest Italy, Acque Minerali is a producer and distributor of premium, natural mineral water and adult sparkling beverages under the Lurisia brand. In the water category, the company offers still and sparkling water in PET and glass packaging, sourced from springs 1,400 meters above sea level in Monte Pigna. The company has been a pioneer in offering water products in bell-shaped glass bottles, designed by the Italian architecture and design studio Sottsass Associati. In the adult sparkling segment, Lurisia offers beverages inspired by authentic Italian recipes, based on ingredients sourced within the country. They are offered in the following flavours: Chinotto, Gazzosa, Aranciata, Aranciata Rossa, Aranciata Amara, Limonata and Tonica. Lurisia products enjoy high brand awareness and are associated with quality, authenticity, taste and the Italian lifestyle. Since 2008, the company has been a partner in the main events organised by Slow Food, a non-profit organisation set up in 1986 in Italy promoting local food and traditional cooking.

The acquisition of Lurisia complements the existing Coca-Cola HBC beverage portfolio in Italy and is a strong fit for the company's 24/7 total beverage partner strategy. It supports the company's drive to further premiumise its portfolio and offer consumers an authentic Italian brand with strong heritage and well-rooted Italian origins.

As the acquisition is being made in conjunction with The Coca-Cola Company, it constitutes a smaller related party transaction under LR 11.1.10.R. The Board of Directors of Coca-Cola HBC is satisfied that the terms of the Transaction are fair and reasonable to shareholders. UBS AG London Branch ("**UBS**") is acting as Financial Adviser and Sponsor to Coca-Cola HBC.

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About Coca-Cola HBC

Coca-Cola HBC is a high-growth FMCG business and a strategic partner of The Coca-Cola Company with an annual sales volume of more than 2 billion unit cases. It has a broad geographic footprint with operations in 28 countries serving a population of more than 600 million people. Coca-Cola HBC offers a diverse range of primarily non-alcoholic ready-to-drink beverages in the sparkling, juice, water, sport, energy, tea and coffee categories. Coca-Cola HBC is committed to promoting sustainable development in order to create value for its business and for society. This includes providing products that meet the beverage needs of consumers, fostering an open and inclusive work environment, conducting its business in ways that protect and preserve the environment and contribute to the socio-economic development of the local communities. Coca-Cola HBC is ranked among the top sustainability performers in ESG benchmarks such as the Dow Jones Sustainability Indices, CDP, MSCI ESG and FTSE4Good, among others.

Coca-Cola HBC has a premium listing on the London Stock Exchange (LSE: CCH) and its shares are listed on the Athens Exchange (ATHEX: EEE). For more information, please visit http://www.coca-colahellenic.com.

About UBS

UBS is authorised and regulated by the Financial Market Supervisory Authority in Switzerland. It is authorised by the Prudential Regulation Authority and subject to regulation by the Financial Conduct Authority and limited regulation by the Prudential Regulation Authority in the United Kingdom. UBS is acting exclusively as sponsor and financial adviser to Coca-Cola HBC and no one else in connection with the Transaction. In connection with such matters, UBS will not regard any other person as its client, nor will it be responsible to any other person for providing the protections afforded to its clients or for providing advice in relation to the Transaction, the contents of this press release or any other matter referred to herein.