



B #:	1149-14
Date:	June 10, 2014
To:	ALL PARTICIPANTS
Category:	PROXY
From:	PROXY DEPARTMENT
Attention:	PROXY/REORGANIZATION MANAGER
Subject:	CUSIP#191223106 COCA-COLA HBC AG

Citibank, N.A., (“CITI”), Depository for the above captioned American Depositary Shares (ADS’S) has advised DTC that Coca Cola HBC AG (the “Company”), the issuer of the Ordinary shares underlying (ADS’S), is holding its Annual General Meeting, to be held on June 25, 2014.(the “Company”) advises (“CITI”) that under laws of Switzerland, shareholders wishing to vote at the meeting must, among other matters, effectively own shares on the day of June 23, 2014.

To enable U.S. holders of Coca-Cola HBC AG (The “Company”) to vote at the meeting, CITI has established a record date of May 19, 2014. Persons who hold Coca-Cola HBC AG on May 19, 2014 and on the day of June 23, 2014 and wish to vote the Shares underlying their (ADS’S) (subject to any applicable requirements or restrictions under Laws of Switzerland or Coca Cola HBC AG, Articles of Association) may provide instructions to CITI. Participants must provide such instructions to Citibank, N.A., prior to 10:00 A.M. (New York City time) on June 19, 2014 to be counted. Participants should obtain the voting instruction forms for that purpose or questions by contacting Jayne Whalen (201) 222-4412 or Jayne.Whalen@computershare.com. In addition, Participants must follow the procedure described below.

To provide Citibank, N.A. with assurance that (ADS'S), on which it has received voting instructions from a Participant will still be held in that Participant's account on June 23, 2014. DTC has agreed to segregate positions on which voting instructions have been filed under a separate contra-CUSIP number. The number to be used for this purpose is (191990688). A Participant filing voting instructions with Citibank, N.A., on a position in its DTC account will be asked to provide Citibank, N.A., as a part of those instructions a letter authorizing DTC to have its nominee, Cede & Co., execute a proxy on the Participant's behalf and to take certain other actions (described below). The form of the authorization letter and the proxy are attached, extra copies will be available from Citibank, N.A.

Citibank N.A., will advise DTC of all voting instructions received under this procedure and provide DTC with the proxy forms and the authorization letters signed by Participants relating to those instructions. For each such instruction, DTC will then execute the proxy, temporarily deduct the position being voted from the Participant's holdings under the Coca-Cola HBC AG (ADS'S) CUSIP - (191223106), temporarily credit the position to an account maintained for Citibank, (ADS'S) Contra-CUSIP #(191990688). DTC will return this position to the Participant's account under the base CUSIP number upon instructions from Citibank once the blocking process has been completed, this should occur after June 23, 2014.

Inquiries regarding this notice should be directed to Ralph Graves at (212) 855-5187 or Steven McGregor at (212) 855-5198.

Attachments

**THE DEPOSITORY TRUST COMPANY
55 WATER STREET
NEW YORK, NY 10041**

VIA FACSIMILE (201) 222-4593

JAYNE WHALEN
C/O CITIBANK TEAM
COMPUTERSHARE
525 WASHINGTON BLVD. MS 4726
JERSEY CITY, NJ 07303

ADR DEPARTMENT

FOR PURPOSES OF ATTENDING THE ANNUAL GENERAL MEETING OF SHAREHOLDERS OF COC-COLA HBC AG, A CORPORATION ORGANIZED UNDER THE LAWS OF SWITZERLAND (“THE COMPANY”), TO BE HELD ON JUNE 25, 2014.

CEDE & CO., THE NOMINEE OF THE DEPOSITORY TRUST COMPANY, (‘DTC’) CERTIFIES THAT ON THE INSTRUCTIONS OF THE PARTICIPANT NAMED BELOW, DTC HAS DELIVERED TO A DTC ACCOUNT MAINTAINED ON BEHALF OF “CITIBANK, N.A.” THE NUMBER OF AMERICAN DEPOSITARY SHARES (ADS), SPECIFIED BELOW, WHICH (ADS’S) REPRESENT OF AMERICAN DEPOSITARY SHARES OF THE COMPANY, UNTIL “CITIBANK” ADVISES DTC THAT THE MEETING HAS CONCLUDED. CEDE & CO. HEREBY APPOINTS SUCH PARTICIPANTS AS ITS AGENT AND PROXY TO GIVE OR CONFIRM ALL SUCH INSTRUCTIONS TO “CITIBANK” AS MAY BE NECESSARY OR APPROPRIATE TO IDENTIFY THE BENEFICIAL OWNER (S) OF THE NUMBER OF (ADS’S) SPECIFIED BELOW AND TO ENABLE THE PARTICIPANT OR THE BENEFICIAL OWNER (S) OF THE (ADS’S) REPRESENTED BY THE (ADS’S) SPECIFIED BELOW TO ATTEND AND ADDRESS THE MEETING AND VOTE THEREAFTER.

THIS PROXY IS REVOCABLE ANY TIME AND IN ANY MANNER, INCLUDING BUT NOT LIMITED TO THE FILING BY CEDE & CO., WITH “CITIBANK” OF AN INSTRUMENT SIMILAR TO THIS INSTRUMENT RELATING TO THE VOTING OF (ADS’S) SPECIFIED BELOW AT THE MEETING. THE FILING OF WHICH INSTRUMENT SHALL REVOKE ALL THE AGREEMENTS AND INSTRUCTIONS SPECIFIED HEREIN.

NAME OF PARTICPANTS

NUMBER OF NEW YORK REGISTRY SHARES

DATED: _____ 2014

FACSIMILE SIGNATURE OF CEDE & CO.

(PARTICIPANTS LETTERHEAD)

_____, 2014

The Depository Trust Company
55 Water Street
New York, NY 10041

RE: Coca-Cola HBC AG

CUSIP #191223106

DTC Account #: _____

Number of (ADS) _____

Gentlemen:

In order to enable the beneficial owner (s) of the number of specified above (the 'Deposited ') of Coca-Cola HBC AG. American Depository Shares to vote at the Annual General Shareholders Meeting of Coca-Cola HBC AG. Scheduled to be held on June 25., 2014 please take the following actions:

- (1) Have your nominees, Cede & Co., complete and sign the attached Proxy with respect to the deposited (NYRS) and make the signed Proxy available for pick-up Citibank, N.A. "Citibank"; and
- (2) Deliver the Deposited (NYRS) from the undersigned's above-referenced account to an account with you maintained on behalf of Citibank until Citibank instructs you to return the Deposited (NYRS's) to the undersigned's above-referenced account.

The undersigned certifies to you that the Deposited (ADS'S) were on May 19, 2014, and are on the date hereof, on deposit in the undersigned's above-referenced account.

Very truly yours,

(Print Participant's Name)

(Signature) and (Medallion Stamp)

(Print Name)