

# **IMPORTANT NOTICE**

**The Depository Trust Company**



**B#:** 5679-09  
**Date:** September 25, 2009  
**To:** ALL PARTICIPANTS  
**Category:** PROXY  
**From:** PROXY DEPARTMENT  
**Attention:** PROXY/REORGANIZATION MANAGER  
**Subject:** COCA-COLA HELLENIC BOTTLING COMPANY  
CUSIP# 1912EP104

The Bank of New York (BNY), Depository for the above captioned American Depositary Shares, has advised DTC that Coca-Cola HBC S.A., the issuer of the Ordinary shares underlying these ADR's, is holding its Extraordinary General Meeting on October 16, 2009. Coca-Cola HBC S.A. advises BNY that under Greek Law, shareholders wishing to vote at the meeting must, among other matters, effectively own shares on the day of the meeting itself.

To enable U.S. holders of Coca-Cola HBC S.A. ADRs to vote at the meeting, BNY has established a record date of September 22, 2009. Persons who hold Coca-Cola HBC S.A. ADR's September 22, 2009 on and on the day of the meeting and wish to vote the Ordinary Shares underlying their ADSs (subject to any applicable requirements or restrictions under Greek Law or Coca-Cola HBC S.A., Articles of Association) may provide instructions to BNY. Participants must provide such instructions to BNY by close of business (5:00 P.M. EST), October 9, 2009. Participants should obtain the voting instructions forms for that purpose from Mira Daskal, phone (212) 815-5021. In addition, Participants must follow the procedure described below.

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Non-Confidential

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To remove your name from the former system of email notifications, send a message to [unsubscribe@dtcc.com](mailto:unsubscribe@dtcc.com).

To provide BNY with assurance that ADSs on which it has received voting instructions from a Participant will still be held in that Participant's account on the meeting date, 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 (1912EP997). A Participant filing voting instructions with BNY on a position in its DTC account will be asked to provide BNY 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).

BNY 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 S.A., ADSs CUSIP (1912EP104), temporarily credit the position to an account maintained by BNY, ADS Contra-CUSIP# (1912EP997). DTC will return this position to the Participant's account under the base CUSIP number upon instructions from BNY once the meeting has been completed. 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 (212) 571-3053**

THE BANK OF NEW YORK, AS DEPOSITARY (“BNY”)  
101 BARCLAY STREET – 22 W  
NEW YORK, NY 10286  
ATTN: BNY ADR PROXY GROUP  
ADR DEPARTMENT  
EMAIL:ADR\_Proxy@bankofny.com

FOR PURPOSES OF ATTENDING THE GENERAL MEETING OF SHAREHOLDERS OF COCA-COLA HBC S.A., A CORPORATION ORGANIZED UNDER THE LAWS OF GREECE (“THE COMPANY”), TO BE HELD IN GREECE, ON OCTOBER 16, 2009 AT 12:00 P.M. (THE “MEETING”), TO ADDRESS THE MEETING AND TO VOTE THEREAT.

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 BNY THE NUMBER OF AMERICAN DEPOSITARY RECEIPTS (‘ADRs’), SPECIFIED BELOW, WHICH ADSs REPRESENT AMERICAN DEPOSITARY SHARES OF THE COMPANY, UNTIL THE BANK OF NEW YORK 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 BNY AS MAY BE NECESSARY OR APPROPRIATE TO IDENTIFY THE BENEFICIAL OWNER (S) OF THE NUMBER OF ADRs SPECIFIED BELOW AND TO ENABLE THE PARTICIPANT OR THE BENEFICIAL OWNER (S) OF THE ADR’S REPRESENTED BY THE ADR’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 BNY OF AN INSTRUMENT SIMILAR TO THIS INSTRUMENT RELATING TO THE VOTING OF ADRS SPECIFIED BELOW AT THE MEETING. THE FILING OF WHICH INSTRUMENT SHALL REVOKE ALL THE AGREEMENTS AND INSTRUCTIONS SPECIFIED HEREIN.

\_\_\_\_\_  
NAME OF PARTICPANTS

\_\_\_\_\_  
NUMBER OF AMERICAN DEPOSITARY RECEIPTS

DATED: \_\_\_\_\_ 2009

\_\_\_\_\_  
FACSIMILE SIGNATURE OF CEDE & CO.

**PARTICIPANT LETTERHEAD**

\_\_\_\_\_, 2009

The Depository Trust Company  
55 Water Street – 25<sup>th</sup> Floor  
New York, NY 10041  
RE: Coca-Cola HBC S.A., CUSIP # 1912EP104  
DTC Account #: \_\_\_\_\_  
Number of ADRs \_\_\_\_\_

Gentlemen:

In order to enable the beneficial owner (s) of the number of specified above (the ‘Deposited ADRs) of Coca-Cola HBC S.A., American Depositary Receipts to vote at the Annual General Meeting of Shareholders of COCA-COLA HBC S.A., scheduled to be held on ,October 16, 2009 at 12:00 P.M. please take the following actions:

- (1) Have your nominees, Cede & Co., complete and sign the attached Proxy with respect to the deposited ADRs and make the signed Proxy available for pick-up by The Bank of New York (BNY) and
- (2) Deliver the Deposited ADRs from the undersigned’s above-referenced account to an account with you maintained on behalf of BNY until BNY instructs you to return the Deposited ADR’s to the undersigned’s above-referenced account.

The undersigned certifies to you that the Deposited ADRs were on September 22, 2009 and are on the date hereof, on deposit in the undersigned’s above-referenced account.

Very truly yours,

\_\_\_\_\_  
(Print Participant’s Name)  
BY:

\_\_\_\_\_  
(Signature) and (Medallion Stamp)

\_\_\_\_\_  
(Print Name)

\_\_\_\_\_  
(Title) and (Telephone Number)

