

Coca-Cola Hellenic Bottling Company S.A. announces effective date of senior leadership succession

Athens, Greece – 4 July 2011 – Coca-Cola Hellenic Bottling Company S.A. (Coca-Cola Hellenic, the Group) announced that its Board of Directors has appointed Dimitris Lois to the position of Group Chief Executive Officer effective July 4, 2011. Mr Lois is succeeding Doros Constantinou who earlier this year announced his retirement.

George David, Chairman of Coca-Cola Hellenic, commented: *"On behalf of the entire Board I would like to thank Doros for his outstanding leadership and his exceptional contributions to making Coca-Cola Hellenic what it is today. At the same time I am delighted to welcome Dimitris as Chief Executive Officer. Dimitris's leadership skills and track record makes him uniquely qualified to lead Coca-Cola Hellenic to continued success."*

Mr. Lois joined Coca-Cola Hellenic in March 2007, when he was appointed Region Director with responsibility for several of Coca-Cola Hellenic's key markets including Bulgaria, Cyprus, Greece, Moldova, Nigeria and Romania. In July of 2009 Mr Lois was appointed Chief Operating Officer for all of Coca-Cola Hellenic's countries with all of the Group's Region Directors reporting directly to him. As COO he has overseen a number of significant achievements including growing market shares, driving working capital improvements, focusing our operations on significant cost optimizations and successfully deploying the Group's SAP WAVE 2 platform.

Prior to joining Coca-Cola Hellenic, Mr. Lois held various senior management positions with Frigoglass S.A. for 10 years, becoming Managing Director in 2003. Under his leadership, Frigoglass became the world leader in providing Ice-Cold Merchandising solutions, primarily for the beverage industry, by extending its geographical footprint to 16 countries, expanding its customer base and consolidating its core strengths.

Mr. Lois is a Greek citizen and holds degrees in Chemical Engineering from the Illinois Institute of Technology and Northeastern University.

ENQUIRIES

Oya Gur
Investor Relations Director
Panagiotis Vergis
Investor Relations Manager
European press contact:
Financial Dynamics
London
Greg Quine

Tel: +30 210 618 3255
email : oya.gur@cchellenic.com

Tel: +30 210 618 3124
email : panagiotis.vergis@cchellenic.com

Tel: +44 20 7269 7206
email: greg.quine@fd.com

About Coca-Cola Hellenic

Coca-Cola Hellenic is the second-largest bottler of products of The Coca-Cola Company in terms of volume with sales of more than 2 billion unit cases. It has broad geographic footprint with operations in 28 countries serving a population of more than 560 million people. Coca-Cola Hellenic offers a diverse range of ready-to-drink non-alcoholic beverages in the sparkling, juice, water, sport, energy, tea and coffee categories.

Coca-Cola Hellenic 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 our business in ways that protect and preserve the environment and contribute to the socio-economic development of our local communities.

Coca-Cola Hellenic's shares are listed on the Athens Exchange (ATHEX: EEEK), with a secondary listing on the London Stock Exchange (LSE: CCB). Coca-Cola Hellenic's American Depositary Receipts (ADRs) are listed on the New York Stock Exchange (NYSE: CCH). Coca-Cola Hellenic is included in the Dow Jones Sustainability and FTSE4Good Indexes. For more information, please visit www.coca-colahellenic.com