

## **Coca-Cola Hellenic Bottling Company S.A. announces senior leadership succession**

**Athens, Greece – 17 March 2011** – Coca-Cola Hellenic Bottling Company S.A. (Coca-Cola Hellenic, the Group) announced that its Board of Directors has appointed Dimitris Lois to succeed Doros Constantinou who will be retiring as the Group's Chief Executive Officer later this year. To ensure a seamless transition the appointment will take effect in the third quarter of 2011.

Doros Constantinou, Chief Executive Officer of Coca-Cola Hellenic, commented *"The opportunity to lead Coca-Cola Hellenic has been a privilege and I am grateful to the Board for the confidence they have placed in me. We have accomplished a great deal over the past eight years and I am convinced that Coca-Cola Hellenic has a strong leadership team and the right strategy for future sustainable growth. As I move to the next phase of my life, I am pleased that we have a solid succession plan in place. I am certain that Dimitris is prepared for the transition in responsibilities and that his proven leadership, deep knowledge of the business, passion for operational excellence and focus on people development will lead Coca-Cola Hellenic to continued success. I will continue to work alongside Dimitris and our senior leadership team over the next few months to ensure a smooth transition."*

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 significant contribution to making Coca-Cola Hellenic what it is today. Above all, he has built a very strong team that will continue to lead this business to greater success. We are very pleased to be able to appoint a successor of Dimitris's caliber from within our deep talent pool. Dimitris has demonstrated that he possesses the vision, experience and dedication to lead Coca-Cola Hellenic to a great future."*

Mr. Lois joined Coca-Cola Hellenic in March 2007. In June 2007, 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.

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### 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](http://www.coca-colahellenic.com)