

## Director/PDMR Shareholding

31 Oct 2017

LONDON--(BUSINESS WIRE)--

COCA-COLA EUROPEAN PARTNERS PLC

(the "Company")

Notification of transactions of Persons Discharging Managerial Responsibilities or persons closely associated with them

The notifications below made under article 19.1 of the Market Abuse Regulation (MAR) relate to the vesting of awards granted under the terms of the Coca-Cola Enterprises, Inc. 2010 Incentive Award Plan ("2010 Plan") on behalf of persons discharging managerial responsibilities. This announcement is made in accordance with article 19.3 of MAR.

1. Details of PDMR / person closely associated with them ("PCA")

a) Name *Lauren Sayeski*

2. Reason for notification

a) Position / status *Chief Public Affairs and Communications Officer*

b) Initial notification / amendment *Initial Notification*

3. Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor

a) Name *Coca-Cola European Partners plc*

b) LEI *549300LTH67W4GWMRF57*

4. Details of the transaction(s): section to be repeated for (i) each type of instrument; (ii) each type of transaction; (iii) each date; and (iv) each place where transactions have been conducted

a) Description of the financial instrument, type of instrument, Identification code *Ordinary Shares of €0.01 in the Company ("Ordinary Shares")  
GB00BDCPN049*

b) Nature of the transaction *Acquisition following the automatic vesting of 869 Restricted Stock Units ("RSUs") granted under the terms of the 2010 Plan, resulting in the issue of 869 Ordinary Shares*

|                           |          |           |
|---------------------------|----------|-----------|
| c) Price(s) and volume(s) | Price(s) | Volume(s) |
|                           | USD \$0  | 869       |

Aggregated information

d)

- Aggregated volume *Aggregated Volume: 869 Ordinary Shares*
- Price *Aggregated Price: USD \$0 per share*

e) Date of the transaction *30 October 2017*

f) Place of the transaction *New York Stock Exchange*

4. Details of the transaction(s): section to be repeated for (i) each type of instrument; (ii) each type of transaction; (iii) each date; and (iv) each place where transactions have been conducted

a) Description of the financial instrument, type of instrument, Identification code *Ordinary Shares of €0.01 in the Company ("Ordinary Shares")  
GB00BDCPN049*

b) Nature of the transaction *Sale of 411 Ordinary Shares on a non-discretionary basis to fund the tax liability due in respect of the vesting of the 869 RSUs on 30 October 2017*

|                           |               |           |
|---------------------------|---------------|-----------|
| c) Price(s) and volume(s) | Price(s)      | Volume(s) |
|                           | USD \$40.5038 | 411       |

Aggregated information

d)

- Aggregated volume *Aggregated Volume: 411 Ordinary Shares*
- Price *Aggregated Price: USD \$40.5038 per share*

e) Date of the transaction 31 October 2017  
 f) Place of the transaction New York Stock Exchange  
 1. Details of PDMR / person closely associated with them ("PCA")  
 a) Name *Stephen Moorhouse*  
 2. Reason for notification  
 a) Position / status *General Manager, Northern Europe*  
 b) Initial notification / amendment *Initial Notification*  
 3. Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor  
 a) Name Coca-Cola European Partners plc  
 b) LEI 549300LTH67W4GWMRF57  
 4. Details of the transaction(s): section to be repeated for (i) each type of instrument; (ii) each type of transaction; (iii) each date; and (iv) each place where transactions have been conducted  
 a) Description of the financial instrument, type of instrument, Identification code Ordinary Shares of €0.01 in the Company ("Ordinary Shares")  
 GB00BDCPN049  
 b) Nature of the transaction Acquisition following the automatic vesting of 1,391 Restricted Stock Units ("RSUs") granted under the terms of the 2010 Plan, resulting in the issue of 1,391 Ordinary Shares  
 c) Price(s) and volume(s) Price(s) Volume(s)  
 USD \$0 1,391

Aggregated information

d)  
 • Aggregated volume Aggregated Volume: 1,391 Ordinary Shares  
 • Price Aggregated Price: USD \$0 per share  
 e) Date of the transaction 30 October 2017  
 f) Place of the transaction New York Stock Exchange  
 4. Details of the transaction(s): section to be repeated for (i) each type of instrument; (ii) each type of transaction; (iii) each date; and (iv) each place where transactions have been conducted  
 a) Description of the financial instrument, type of instrument, Identification code Ordinary Shares of €0.01 in the Company ("Ordinary Shares")  
 GB00BDCPN049  
 b) Nature of the transaction Sale of 657 Ordinary Shares on a non-discretionary basis to fund the tax liability due in respect of the vesting of the 1,391 RSUs on 30 October 2017  
 c) Price(s) and volume(s) Price(s) Volume(s)  
 USD \$40.5100 100  
 USD \$40.5000 557

Aggregated information

d)  
 • Aggregated volume Aggregated Volume: 657 Ordinary Shares  
 • Price Aggregated Price: USD \$40.501522 per share  
 e) Date of the transaction 31 October 2017  
 f) Place of the transaction New York Stock Exchange  
 1. Details of PDMR / person closely associated with them ("PCA")  
 a) Name *Ben Lambrecht*  
 2. Reason for notification  
 a) Position / status *General Manager, France*  
 b) Initial notification / amendment *Initial Notification*  
 3. Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor  
 a) Name Coca-Cola European Partners plc  
 b) LEI 549300LTH67W4GWMRF57  
 4. Details of the transaction(s): section to be repeated for (i) each type of instrument; (ii) each type of transaction; (iii) each date; and (iv) each place where transactions have been conducted

|                        |   |  |                                  |
|------------------------|---|--|----------------------------------|
| a)                     | Description of the financial instrument, type of instrument, Identification code  | Ordinary Shares of €0.01 in the Company ("Ordinary Shares")<br>GB00BDCPN049  |                                  |
| b)                     | Nature of the transaction   | Acquisition following the automatic vesting of 3,478 Restricted Stock Units ("RSUs") granted under the terms of the 2010 Plan, resulting in the issue of 3,478 Ordinary Shares |                                  |
| c)                     | Price(s) and volume(s)  | Price(s)<br>USD \$0  | Volume(s)<br>3,478               |
| Aggregated information |   |  |                                  |
| d)                     |   | Aggregated Volume: 3,478 Ordinary Shares   |                                  |
|                        | <ul style="list-style-type: none"> <li>• Aggregated volume</li> <li>• Price</li> </ul>  | Aggregated Price: USD \$0 per share  |                                  |
| e)                     | Date of the transaction   | 30 October 2017  |                                  |
| f)                     | Place of the transaction  | New York Stock Exchange  |                                  |
| 1.                     | Details of PDMR / person closely associated with them ("PCA")   |  |                                  |
| a)                     | Name  | <i>Leendert den Hollander</i>  |                                  |
| 2.                     | Reason for notification   |  |                                  |
| a)                     | Position / status   | <i>General Manager, Great Britain</i>  |                                  |
| b)                     | Initial notification / amendment  | <i>Initial Notification</i>  |                                  |
| 3.                     | Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor   |  |                                  |
| a)                     | Name  | Coca-Cola European Partners plc  |                                  |
| b)                     | LEI   | 549300LTH67W4GWMRF57   |                                  |
| 4.                     | Details of the transaction(s): section to be repeated for (i) each type of instrument; (ii) each type of transaction; (iii) each date; and (iv) each place where transactions have been conducted |  |                                  |
| a)                     | Description of the financial instrument, type of instrument, Identification code  | Ordinary Shares of €0.01 in the Company ("Ordinary Shares")<br>GB00BDCPN049  |                                  |
| b)                     | Nature of the transaction   | Acquisition following the automatic vesting of 4,058 Restricted Stock Units ("RSUs") granted under the terms of the 2010 Plan, resulting in the issue of 4,058 Ordinary Shares |                                  |
| c)                     | Price(s) and volume(s)  | Price(s)<br>USD \$0  | Volume(s)<br>4,058               |
| Aggregated information |   |  |                                  |
| d)                     |   | Aggregated Volume: 4,058 Ordinary Shares   |                                  |
|                        | <ul style="list-style-type: none"> <li>• Aggregated volume</li> <li>• Price</li> </ul>  | Aggregated Price: USD \$0 per share  |                                  |
| e)                     | Date of the transaction   | 30 October 2017  |                                  |
| f)                     | Place of the transaction  | New York Stock Exchange  |                                  |
| 4.                     | Details of the transaction(s): section to be repeated for (i) each type of instrument; (ii) each type of transaction; (iii) each date; and (iv) each place where transactions have been conducted |  |                                  |
| a)                     | Description of the financial instrument, type of instrument, Identification code  | Ordinary Shares of €0.01 in the Company ("Ordinary Shares")<br>GB00BDCPN049  |                                  |
| b)                     | Nature of the transaction   | Sale of 1,913 Ordinary Shares on a non-discretionary basis to fund the tax liability due in respect of the vesting of the 4,058 RSUs on 30 October 2017                        |                                  |
| c)                     | Price(s) and volume(s)  | Price(s)<br>USD \$40.5000<br>USD \$40.4900<br>USD \$40.4800  | Volume(s)<br>500<br>100<br>1,313 |
| Aggregated information |   |  |                                  |
| d)                     |   | Aggregated Volume: 1,913 Ordinary Shares   |                                  |

- Aggregated volume
- Price

Aggregated Price: USD \$40.485750 per share

e) Date of the transaction

31 October 2017

f) Place of the transaction

New York Stock Exchange

COCA-COLA EUROPEAN PARTNERS PLC

Paul van Reesch

Deputy Company Secretary

+44 7890 123911

LEI: 549300LTH67W4GWMRF57

Classification: 2.2. Inside information

Short Name: Coca-Cola Euro Ptnrs

Category Code: DSH

Sequence Number: 635066

Time of Receipt (offset from UTC): 20171031T155519+0000