



## Director/PDMR Shareholding

28 Mar 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

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

a) Name Leendert den Hollander

2. Reason for notification

a) Position / status General Manager Great Britain Business Unit

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

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

a) Identification code GB00BDCPN049

b) Nature of the transaction Receipt of Performance Share Units ('PSUs') in respect of Ordinary Shares of the Company awarded under the Company's Long-Term Incentive Plan 2016 ('LTIP'). Subject to applicable performance conditions and continued service, the PSUs will vest on 28 March 2020.

Price(s) Volume(s)

c) Price(s) and volume(s)

USD \$0 14,200 PSUs granted

Aggregated information

d) Aggregated volume

Aggregated Volume: 14,200 Ordinary Shares

Price

Aggregated Price: \$0 per share

e) Date of the transaction

27 March 2017

f) Place of the transaction

Outside of any trading venue

Short Name: Coca-Cola Euro Ptnrs

Category Code: DSH

Sequence Number: 580642

Time of Receipt (offset from UTC): 20170328T175856+0100