



## Director/PDMR Shareholding

02 Nov 2016

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

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 Sale of 1813 Ordinary Shares on a non-discretionary basis to meet tax obligations in respect of the vesting of 3833 RSUs on 31 October 2016.

	Price(s)	Volume(s)
c) Price(s) and volume(s)	USD \$38.2150	1813

Aggregated information

d)

- Aggregated volume Aggregated Volume: 1813 shares
- Price Aggregated Sale Price: USD \$38.2150 per share

e) Date of the transaction 1 November 2016

f) Place of the transaction New York Stock Exchange

Short Name: Coca-Cola Euro Ptnrs

Category Code: DSH

Sequence Number: 559850

Time of Receipt (offset from UTC): 20161102T132127+0000