

To
Financial Supervision Commission
Budapest str. 16
Sofia, 1000

To
Bulgarian Stock Exchange - Sofia
Tri Ushi str. 10
Sofia, 1303

Subject: Notification under Article 19 (3) of Regulation (EU) N° 596/2014 of the European Parliament and of the Council of 16 April 2014

Dear ladies and gentlemen,

We hereby and within the statutory term inform you that the Company's office has received notifications under Article 19, paragraph 1, of Regulation (EU) N°596 / 2014 of the European Parliament and of the Council of 16 April 2014 of Starcom Holding AD that it has concluded deals with shares of Eurohold Bulgaria AD as follows:

- On 01.12.2020 – Initial sale of 1,058,000 shares on a repurchase agreement at a price of BGN 1.02 per share and maturity on 01.06.2021 at a redemption price of BGN 1.046 per share;
- On 03.12.2020 – Initial sale of 2,385,000 shares on a repurchase agreement at a price of BGN 1.00 per share and maturity on 03.06.2021 at a redemption price of BGN 1.025 per share.

4 December, 2020

Sincerely,

ASSEN MINCHEV, CEO