

To
Financial Supervision Commission
Budapest str. 16
Sofia, 1000

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

Subject: Notification pursuant to Article 19, paragraph 3 of the Regulation (EU) N°596 / 2014 of the European Parliament and of the Council of 16 April 2014; pursuant to Article 148b of POSA

Dear ladies and gentlemen,

With this and in statutory deadline we inform you that in the registry of the Company were received the following notifications:

Notification 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 10.08.2020 – Sale of 80,000 shares with a price of BGN 1.30 per share;
- On 10.08.2020 - Sale of 1,460,000 shares with a price of BGN 1.30 per share;
- On 12.08.2020 - Sale of 300 000 shares with a price of BGN 1.30 per share.

Notification for significant shareholding, according to art. 145 of POSA, by which Starcom Holding AD announces that it has reduced its shareholding to 54.764% of the company's capital, representing 108,173,371 voting rights in the General Meeting of Shareholders of Eurohold Bulgaria AD.

13 August, 2020

Sincerely,

ASSEN MINCHEV, CEO