

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

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 this shareholder has subscribed 33 076 930 new shares from the capital increase of Eurohold Bulgaria AD at a price of BGN 1.30;

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 on 28th of December 2017 this shareholder has sold in total 11 900 000 shares of Eurohold Bulgaria AD in three consecutive deals at a price of BGN 1.50 per share;

Notification of Major Holdings of Starcom Holding AD that on 22nd of December 2017 as a result of the capital increase this shareholder has changed its share in the capital of Eurohold Bulgaria AD from 53.07% up to 60.096%. On 28th of December 2017, Starcom Holding AD by consecutive deals reduced its shareholding to 54.071%, representing 106 804 156 voting rights in the General Meeting of Shareholders.

2 January, 2018

Sincerely,

ASSEN MINCHEV, CEO