

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 on 29th of June 2017 this shareholder have sold 7 946 578 shares of "Eurohold Bulgaria"AD at a price of BGN 1.29 per share;

Notification of Major Holdings of Starcom Holding AD that on 29th of June 2017 this shareholder have sold 8 050 000 shares of "Eurohold Bulgaria"AD at a price of BGN 1.29 per share. The equity participation decreased from 57.36% to 52.43%, representing 84 601 026 voting rights.

4 July, 2017

Sincerely,

ASSEN MINCHEV, CEO