

Communication under Art. 92a of POSA on the initial public offering of shares from the capital increase of Sirma Group Holding AD - 27.11.2018.

"Sirma Group Holding" AD with registered head office in Bulgaria, Sofia Region, city of Sofia, 135, "Tsarigradsko Shosse" blvd, UIC 200101236, pursuant to Art. 92a of the Public Offering of Securities Act (POSA), informs the investors about the beginning of the public offering of 39 573 679 ordinary, dematerialized, freely transferable shares with voting rights, dividend and liquidation share rights, corresponding to the nominal value of the shares, with par value and issue price of 1 BGN each, which will be issued as a result of the capital increase of "Sirma Group Holding" JSC with an amount ranging from BGN 59 360 518 to BGN 98 934 197. The decision for the capital increase was taken by The Board of Directors of the company on May 2, 2018 in accordance with the Prospectus for Public Offering of shares, approved by the Financial Supervision Commission with Resolution № 585-E dated June 12 2018. In accordance with the decision of the Board of Directors the capital of "Sirma Group Holding" JSC will be increased in the sole circumstance that at least 19 786 839 shares are subscribed and fully paid.

Pursuant to Art. 112b, para. 2 of POSA the right to participate in the capital increase shall have all the persons who have acquired shares not later than 7 days after the date of publication of the announcement under Art. 92a, para. 1 of POSA.

Against each share owned in the capital of Company, one right is issued as per the meaning of § 1, item 3 of the POSA and, against 1.5 rights, a shareholder or a third person who has acquired the rights, are entitled to subscribe one new share of the current issue with issue value of BGN 1 Each person may subscribe at least 1 new share and at most such number of shares equal to the number of rights acquired and/or held by him divided by 1.5, and upon receiving a number that is not whole, rounded to the smaller integer.

The current shareholders acquire the rights free of charge. All other investors may acquire rights through a deal on the rights market organized by the Bulgarian Stock Exchange - Sofia AD within the term for the transfer of rights or at the open auction organized by the Bulgarian Stock Exchange - Sofia AD for the non-exercised rights, upon expiration of the the period for the transfer of rights.

The commencement date for the trading of the rights is the third business day following the expiration of 7 (seven) days from the date of publication of the announcement for the public offering under Art. 92a of the POSA on the website www.x3news.com , which represents the internet media (due to the closure of the Capital Daily newspaper, which is mentioned in the Prospectus) and on the websites of the company and the authorized investment intermediary "First Financial Brokerage House" Ltd. (The latest date). The deadline for the transfer of rights is the first business day following the expiration of 14 days from the start date for the transfer of the rights. The transfer of rights is made on the floor of the Bulgarian Stock Exchange -Sofia AD. In accordance with the regulations of "BSE-Sofia" AD, the last trading

date with rights at the stock exchange is two working days before the final date for transfer of rights.

On the fifth working day after the deadline for the transfer of rights, the company offers through the investment intermediary "First Financial Brokerage House" EOOD, on the regulated market for sale under the terms of an open auction, those rights against which no shares of the new issue have been subscribed until the expiry of the transfer of rights period. Consequently, the shareholders, the right holders as well as the persons who have acquired rights within the term for the transfer of rights, may subscribe shares of the offered issue until the expiry of the transfer period. Persons who have acquired rights on the organized open auction may subscribe shares until the end of the subscription period.

The start date for the subscription of shares coincides with the start date for the transfer of rights. The deadline for the subscription of the shares by the holders of rights is the first business day following the expiration of 15 working days from the day of the expiry date for the transfer of rights. Subscription is not allowed before the start date and after the specified subscription deadline.

Investors who are interested in the securities offered can contact the authorized investment intermediary:

First Financial Brokerage House EOOD

Address: Sofia, 2, Enos Street, fl. 4

Contact person: Anna Georgieva

Phone: +359 2 460 64 11

E-mail: Anna.Georgieva@ffbh.bg

Investors may also contact any investment intermediary who is a member of the Bulgarian Stock Exchange - Sofia AD.

Subscriptions of shares are considered valid only if they are made by a right holder up to the maximum number of shares possible and the entire issue value of the subscribed shares has been paid within the time limit and under the conditions set out below. Upon partial payment of the issue value, the respective number of shares for which it has been paid in full shall be recorded. The issue value of the subscribed shares shall be paid in a special escrow account of the company, IBAN: BG30UNCR70005523434349, BIC: UNCRBGSF, in UniCredit Bulbank AD, with headquarters and address of management: Sofia, Sveta Nedelya Square 7. The escrow account should be credited with the due amount not later than 15:00 hours on the last day of the subscription. The bank in which the special escrow account is opened blocks the amounts received. According to Art. 89, para. 2 of the POSA, the accumulated cash in the special escrow account cannot be used prior to the completion of the subscription and the entry of the capital increase in the Commercial Register.

The most complete and comprehensive information on the securities offered and on their issuer can be obtained from the Prospectus for Public Offering of Shares of Sirma Group

Holding JSC, which will be made available for the period of validity of the Prospectus on the websites of " Sirma Group Holding AD (www.sirma.bg) and the investment intermediary (www.ffbh.bg). The Prospectus and other relevant information will also be available to the public on paper for the duration of the Prospectus at the address of the authorized investment intermediary First Financial Brokerage House EOOD in Sofia, 2 Enos Str.