

NOTICE

PURSUANT TO ARTICLE 100r of POSA

By the present Notice and on the grounds of the provision of Article 100r of the Public Offering of Securities Act (POSA), we inform you that INDUSTRIAL HOLDING BULGARIA PLC has received a notice from BULLS AD, having its head office and registered address in the city of Sofia, Postal Code 1202, Vazrazhdane area, 79 Maria Luiza Blvd., for a Tender offer under Article 149b of POSA made to the other shareholders of INDUSTRIAL HOLDING BULGARIA PLC, as follows:

On the grounds of Article 149b, paragraph 1 of the Public Offering of Securities Act (POSA), BULLS AD (the „Tender offeror” or the „Offeror”) makes this Tender offer (the „Tender offer” or the „Offer”) for purchase of up to 25,000,000 shares, but not less than 15,800,000 shares from the other shareholders of INDUSTRIAL HOLDING BULGARIA PLC („INDUSTRIAL HOLDING BULGARIA PLC”, „IH Bulgaria” or the „Company”).

At the date of the offer, BULLS AD holds directly 37,608,121 ordinary, dematerialised voting shares, representing 35.02% of the voting rights in the GMS of INDUSTRIAL HOLDING BULGARIA PLC.

This Tender offer aims at increasing the direct participation of BULLS AD in the capital of INDUSTRIAL HOLDING BULGARIA PLC by acquiring a more substantial share, which will enable the company to participate more actively in defining the strategy, policy, investments and development of the Company.

BULLS AD states that it does not hold directly and intends to acquire directly up to 25,000,000 ordinary, dematerialised, registered, freely transferable shares with ISIN BG1100019980, representing up to 23.28% of the voting rights in the GMS of INDUSTRIAL HOLDING BULGARIA PLC.

BULLS AD states that in order for this Tender offer to be successful, the company must be offered at least 15,800,000 ordinary, dematerialized, registered, freely transferable shares with ISIN BG1100019980, representing 14.71% of the voting rights in the GMS of INDUSTRIAL HOLDING BULGARIA PLC.

If, within the period for acceptance of the Offer, the number of shares deposited by all shareholders accepting the Offer exceeds the maximum number of shares that Offeror has stated that it wishes to acquire (25,000,000 shares), the Offeror will purchase shares from each of the shareholders accepting the Offer pro rata (proportionally to) the shares they have deposited.

PROPOSED PRICE PER SHARE

BULLS AD offers to purchase the shares of the other shareholders of INDUSTRIAL HOLDING BULGARIA PLC at a share price of BGN 0.95 (zero Bulgarian leva and ninety-five stotinki) (“The offered price”).

Pursuant to Article 150, paragraph 8 of POSA, the offered price per share cannot be lower than the average weighted market price of the shares during the six months last preceding the registration of the Offer.

the average weighted market price of the shares during the last six months (which is BGN 0.9151 according to the enclosed certificate issued by the Bulgarian Stock Exchange (BSE)).

TIME LIMIT FOR ACCEPTANCE OF THE TENDER OFFER.

The time limit for acceptance of the Tender offer is 28 (twenty-eight) days after the publication date of the Tender offer and its significant terms and conditions in the specialized financial website of *Bulletin Investor.BG* (www.investor.bg/bulletin).

INTENTION OF BULLS AD REGARDING THE FUTURE ACTIVITY OF INDUSTRIAL HOLDING BULGARIA PLC AND OF BULLS AD (AS FAR AS IT IS AFFECTED BY THE OFFER) FOR A PERIOD OF THREE YEARS AFTER THE TRANSACTIONS (THE „PERIOD”).

1. TRANSFORMATION OR DISSOLUTION OF THE COMPANIES, OR FOR TRANSFERRING CONTROL

Transformation, dissolution and / or transfer of control of third parties over the two companies is/are not envisaged during the Period.

2. CHANGES IN THE AMOUNT OF THE CAPITAL OF THE COMPANIES

Changes in the capital of BULLS AD are not envisaged during the Period.

The General Meeting of Shareholders of INDUSTRIAL HOLDING BULGARIA PLC held on 29 June 2017 approved a decision to redeem treasury shares of the Company. The term of completion of the redemption is of up to 5 /five/ calendar years after the expiry of the term for redemption of treasury shares of INDUSTRIAL HOLDING BULGARIA PLC according to a previous decision of the General Meeting of Shareholders held on 17 December 2017 and supplemented on 21 June 2016, namely: as of 17 December 2017 the number of shares to be redeemed each year over a five-year period is up to 3% of the Company's registered capital for each calendar year but no more than 10% total for the entire redemption period and no more than 10% the entire capital of the Company. Redemption should be made at a minimum purchase price of BGN 0.70 per share and a maximum purchase price of BGN 1.20 per share. The appointed investment intermediary is DSK Bank EAD.

As of the date of this tender offer the total number of treasury shares held is 10,592,226, representing 9.86% of company shares. The total amount of the shares redeemed is BGN 10,180 thousand. The remaining treasury shares the Company is able to acquire until the threshold of 10% is reached is 147,838 shares.

If a procedure for reduction of the capital of INDUSTRIAL HOLDING BULGARIA PLC is envisaged during the Period, by invalidation of the treasury shares redeemed, BULLS AD as a shareholder would back such a proposal. Moreover, if in view of the results of INDUSTRIAL HOLDING BULGARIA PLC and the already launched investment projects, it is considered economically feasible the redemption policy will be continued in compliance with the relevant legal procedures.

3. MAIN ACTIVITY AND FINANCIAL STRATEGY OF THE COMPANIES

No changes in the main activity and financial strategy of the two companies are envisaged during the Period.

4. CHANGES IN THE COMPOSITION OF THE MANAGEMENT BODIES, PERSONNEL AND TERMS AND CONDITIONS OF EMPLOYMENT CONTRACTS

No changes in the composition of the management bodies of the two companies are envisaged during the Period that could result from the Offer.

The Offeror does not plan to reduce or significantly increase the number of employees of INDUSTRIAL HOLDING BULGARIA PLC (including its subsidiaries) and the terms and conditions of their employment contracts during the Period. It is not expected that the tender offer will have any impact on the employees of BULLS AD during the Period.

5. THE DIVIDEND DISTRIBUTION POLICY

INDUSTRIAL HOLDING BULGARIA PLC distributes dividends in accordance with the terms and conditions provided for in POSA, the Commercial Act and the Articles of Association of the Company. The proposal for distribution and payment of dividends by the Company shall be approved by the GMS and will depend on the results achieved, as well as on the financial performance, necessary funds to ensure sufficient working capital, investments (including for the needs of the subsidiaries and the acquisition of new ones, if such an opportunity arises and it is cost-effective), redemption of treasury shares, and other factors that are considered significant.

It is not expected that the tender offer will result in any changes in the dividend policy of BULLS AD during the Period.

6. EFFECTS OF THE OFFER ON THE EMPLOYEES AND THE PLACE OF BUSINESS OF THE COMPANIES.

It is not expected that the Offer will affect the employees of INDUSTRIAL HOLDING BULGARIA PLC (including the employees of its subsidiaries) and those of BULLS AD during the Period.

No change in the place of business of INDUSTRIAL HOLDING BULGARIA PLC (including of its subsidiaries) and in that of BULLS AD is envisaged during the Period.

7. STRATEGIC PLANS OF THE OFFEROR FOR THE COMPANIES – A SUMMARY

BULLS AD is a joint stock company with the main business being the management of participations in subsidiaries and associates. The main business areas in the investment portfolio of the Company include:

- investment in INDUSTRIAL HOLDING BULGARIA PLC - being a major shareholder, BULLS AD actively participates in the development of its subsidiary, and over the years it has supported financially the

Holding both in its expansion and in periods of stagnation by participating in all issues of shares for increasing the capital, all issues of convertible bonds, and / or by directly extending loans to the Group, if necessary;

- investment in REAL ESTATE DEVELOPMENT – being a sole owner of the capital BULLS AD, it determines the strategy and finances the activity of its subsidiary, which is related to the construction of an industrial logistics centre for renting out areas and other related services;
- investment in ALLIANZ BULGARIA HOLDING AD - the minority share of BULLS AD in this group, which operates in the insurance, pension insurance, banking and leasing markets, does not allow the Company to make strategic decisions and influence the direction of its activity, which is defined by the main shareholder - ALLIANZ AG, Germany. At the same time, this participation is a source of stable income in the form of dividends and enables BULLS AD to expand its activities by investing in other areas with the aim to diversify its portfolio.

The acquisition by BULLS AD of a majority share in INDUSTRIAL HOLDING BULGARIA PLC will enable BULLS AD:

- to define the strategic development of INDUSTRIAL HOLDING BULGARIA PLC;
- to participate actively in the corporate governance of INDUSTRIAL HOLDING BULGARIA PLC by implementing and applying the processes and best practices being developed and already implemented by its other business directions;
- to direct the investment policy of INDUSTRIAL HOLDING BULGARIA PLC regarding projects of the existing subsidiaries and investments in new segments (if economically feasible);
- to finance the investment activity of INDUSTRIAL HOLDING BULGARIA PLC and of its Group companies and/or to support through expertise the search and structuring of external sources of financing;
- to support operationally the large investment projects of the companies of INDUSTRIAL HOLDING BULGARIA PLC, by employing its experience in building an industrial logistics centre in Sofia;
- to support directly the activity of INDUSTRIAL HOLDING BULGARIA PLC in eventual strategic partnerships with Bulgarian and foreign contractors.

The main business areas (segments) in the investment portfolio of INDUSTRIAL HOLDING BULGARIA PLC, covered by the strategic plan, include:

- **Maritime transport:** own ships operation to transport cargo by sea;
- **Ship building and ship repair:** repairs and reconstruction of vessels; production of non-standard metal constructions for the needs of ship-building, construction and energy industries; ship design;
- **Port operations:** port services relating to processing and storage of cargo, and servicing the vessels at the time of loading and unloading operations;
- **Machine building:** production and sale of machine tools, components and parts for the machine-building and other industries; cast metals.
- *Other activities:*

The portfolio includes also **other activities** (such as consulting services, supervision and inspection of vessels, and other activities), which take an immaterial share in the consolidated results.

Further information about the Tender offeror (including the annual financial statements for the preceding three years) and the Tender offer are available to all shareholders of INDUSTRIAL HOLDING BULGARIA PLC at the above-specified addresses of ELANA TRADING AD and INDUSTRIAL HOLDING BULGARIA PLC.