

26 February 2019

Eastern European Media Holdings S.A. (“the Company”)

On 7 January 2019, the previously announced agreement to sell the Company’s shareholding in Nova Broadcasting Group (“Nova”) to PPF Group was terminated, and discussions were entered into with other interested parties regarding the sale of Bulgaria’s largest commercial media group.

The Company announces that its 5% stake in Nova is to be sold alongside the sale by Modern Times Group (MTG) of its 95% shareholding.

The Company has signed an agreement to sell its 5% shareholding in Nova in Bulgaria to Advance Media Group. The transaction values 100% of the business at an enterprise value of €185 million (about £160 million). The transaction is subject to local regulatory approval and certain adjustments at closing.

Nova is Bulgaria’s largest commercial media group and comprises 7 TV channels, as well as complementary online businesses that reach on average 74% of the Bulgarian population every month.

Nova generated about €109 million (about £95 million) of sales and about €20.7 million (about £18 million) of operating income (EBIT) for the full year 2018, and employs 650 people.

Exchange rates used: €1.15: £1

Advance Media Group EAD is a subsidiary of Advance Properties OOD, which owns 117 companies across 23 countries. Advance Properties’ portfolio companies operate in more than 10 industries including pharmaceuticals, shipping, port operation, real estate and power generation. The group is jointly owned by Bulgarian businessmen Kiril Domuschiev and Georgi Domuschiev.

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