



Press Release

DE-CIX solidifies presence in Bulgarian market through strengthened partnership with Internet Exchange BIX.BG

- *No changes for existing Bulgarian Internet Exchange customers*
- *DE-CIX to bring cloud connectivity products to Sofia and strengthen ecosystem*

Frankfurt (Germany) & Sofia (Bulgaria), 10 March 2026. DE-CIX, the world's leading Internet Exchange (IX) operator, and the Bulgarian IX operator BIX.BG today announce the strengthening of their long-term relationship, with DE-CIX becoming a majority stakeholder in the Bulgarian operator. Customers at BIX.BG will be able to continue consuming their existing services in the accustomed quality and under the existing conditions, and will also benefit from the introduction of new services on the IX. In addition, DE-CIX will work to enhance the ecosystem in Sofia with further international networks from its global ecosystem. Through the agreement, the management of BIX.BG will be strengthened and BIX.BG will become an additional subsidiary in the DE-CIX Group AG.

With this move, DE-CIX further strengthens its presence in the Balkans to complement their existing exchanges in Istanbul and Athens. This announcement is the next step in a long-term partnership which will result in the mutual enrichment of products and services of the two IX operators. As a part of this, DE-CIX will make its enterprise connectivity products, such as cloud connectivity and cloud routing, also available in Sofia.

"I am proud that DE-CIX has become a majority stakeholder in BIX.BG, Bulgaria's leading neutral and distributed exchange. The long-standing and trusted relationship with the BIX.BG team, operating an IX with technical and operative excellence on a par with that of DE-CIX, has led to the opportunity to unite the two companies," commented Ivo Ivanov, CEO of DE-CIX. "Partnerships such as this are always an exciting step for DE-CIX – supporting the integration of BIX.BG into the DE-CIX ecosystem, broadening the horizons for Bulgarian network operators, and solidifying DE-CIX's footprint in another European country. This business arrangement will enable both IX operators to play to their individual strengths – combining excellence in local peering in Sofia with the global presence of a world leader."

"BIX.BG was inspired by DE-CIX more than 17 years ago and we have built our exchange by consistently following industry best practices. This step is about strengthening BIX.BG's ability

to deliver greater value to our clients and partners. By becoming part of the DE-CIX ecosystem, we will expand the opportunities available to networks connected to BIX.BG and support the evolving connectivity needs of the Bulgarian market,” said Dimo Nikolov, CEO of BIX.BG. “DE-CIX is the world’s leading Internet Exchange operator, and its global expertise and ecosystem will complement the strong local platform we have built. Together, we will further strengthen Sofia’s role as a regional connectivity hub while continuing to provide the reliable, neutral interconnection services our members expect.”

“For our clients and partners, continuity remains key. My focus in the coming months will remain on delivering the best value to our clients and partners, while developing new capabilities that create additional opportunities for the BIX.BG community,” Nikolov added.

Established in 2009, BIX.BG is the largest carrier neutral IX in Bulgaria, with over 130 connected networks and more than 11 terabits of connected customer capacity. The exchange has peak traffic in excess of 1.3 terabits per second. The IX is distributed across 10 points of presence in the Sofia metropolitan area, with an EVPN/MPLS architecture to ensure maximum reliability and 400 GE access ports available. The addition of DE-CIX’s enterprise connectivity products, alongside BIX.BG’s own innovative interconnection products, will open up opportunities for the IX to address new customer groups.

DE-CIX is the world’s leading operator of Internet Exchanges (IXs). Founded in 1995, DE-CIX offers its interconnection services in 60 locations in Europe, Africa, North and South America, the Middle East, and Asia. Today, accessible from data centers in over 600 cities world-wide, DE-CIX interconnects thousands of network operators, Internet service providers (ISPs), content providers and enterprise networks from more than 100 countries, and offers peering, cloud and AI connectivity, and other interconnection services. DE-CIX Frankfurt is one of the largest Internet Exchanges in the world, with a data volume of over 48 Exabytes per year (as of 2025) and close to 1100 connected networks. As the operator of critical IT infrastructure, DE-CIX bears a great responsibility for the seamless, fast, and secure data exchange between people, enterprises, and organizations at its locations around the globe.

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About DE-CIX

DE-CIX, pronounced DEE-KICKS [[d'i:k'iks](#)], is the world’s leading operator of Internet Exchanges (IXs). Founded in 1995, DE-CIX offers its interconnection services in 60 locations in Europe, Africa, North and South America, the Middle East, and Asia. Today, accessible from data centers in over 600 cities world-wide, DE-CIX interconnects thousands of network operators (carriers), Internet service providers (ISPs), content providers and enterprise networks from more than 100 countries, and offers peering, cloud and AI connectivity, and other interconnection services. DE-CIX Frankfurt is one of the largest Internet Exchanges in the world, with a data volume of over 48 Exabytes per year (as of 2025)

and close to 1100 connected networks. More than 250 colleagues from over 35 different nations form the foundation of the DE-CIX success story in Germany and around the world. Since the beginning of the commercial Internet, DE-CIX has had a decisive influence – in a range of leading global bodies, such as the Internet Engineering Task Force (IETF) – on co-defining guiding principles for the Internet of the present and the future. As the operator of critical IT infrastructure, DE-CIX bears a great responsibility for the seamless, fast, and secure data exchange between people, enterprises, and organizations at its locations around the globe.

Further information at www.de-cix.net

About BIX.BG

BIX.BG is the first neutral Internet Exchange in Bulgaria, founded in 2009. The exchange is strictly focused on providing neutral, reliable, and easy-to-use interconnection services for its members. BIX.BG operates a resilient EVPN/MPLS-based network across 10 data centers in Sofia. More than 130 local, regional, and global networks exchange traffic via BIX.BG, reaching peak traffic levels of over 1.3 Tbps, reinforcing Sofia's position as a key regional interconnection hub.

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