

NOTICE OF ADJUSTMENT TO REFERENCE PROPERTY

To the Holders of
VIRGIN MEDIA INC.
6.50% CONVERTIBLE SENIOR NOTES DUE 2016
CUSIP No. 92769LAB7
ISIN No. US92769LAB71*

NOTICE IS HEREBY GIVEN that, pursuant to the provisions of the Securities and the Indenture, dated as of April 16, 2008, by and between Virgin Media Inc. and The Bank of New York Mellon (formerly known as The Bank of New York), a New York banking corporation (the "Trustee"), as trustee, as amended and supplemented by the Supplemental Indenture, dated as of June 7, 2013, the Second Supplemental Indenture, dated as of March 3, 2014, and the Amended and Restated Third Supplemental Indenture, dated July 17, 2015 and effective as of July 1, 2015, each by and among Virgin Media Inc. (formerly named Viper US MergerCo 1 Corp.), a Colorado corporation (the "Company"), Liberty Global plc, a U.K. public limited company ("Liberty Global"), and the Trustee (as so amended and supplemented, the "Amended Indenture"), under which the 6.50% Convertible Senior Notes due 2016 of the Company (the "Securities") were issued, that the Company has determined the adjusted number of Class A Shares and Class C Shares included in the Reference Property as a result of the distribution on July 1, 2015, of a bonus issue of a new class of ordinary shares intended to track and reflect the separate economic performance of the business and assets of Liberty Global's operations in Latin America and the Caribbean.

Effective as of the close of business on July 16, 2015, the adjusted Reference Property attributable to each \$1,000 principal amount of the Securities to be converted consists of 14.0791 Class A Shares, 35.1665 Class C Shares and \$910.51 in cash (without interest).

This Notice of Adjustment to Reference Property is being sent to holders of the Securities pursuant to Section 2 of the Amended and Restated Third Supplemental Indenture and Section 12.05(b) of the Amended Indenture. Capitalized terms used but not defined herein have the meanings ascribed to such terms in the Amended Indenture.

Holders can inquire about the adjustment to the Reference Property attributable to the Securities by calling Liberty Global Investor Relations at (303) 220-6664. Please refer to the CUSIP number when making inquiries.

Dated: July 17, 2015

Virgin Media Inc.
Liberty Global plc

* No representation is made as to the correctness or accuracy of the CUSIP or ISIN number either as printed on the Securities or as contained in this Notice of Third Supplemental Indenture and Adjustment to Reference Property, and reliance may be placed only on the other identification printed on the Securities.