

Starcom plc

("Starcom" or "the Company")

Admission and First Day of Dealings on AIM

Starcom Plc (AIM: STAR), which specialises in the development of wireless solutions for the remote tracking, monitoring and protection of various types of assets and people, is pleased to announce the admission to trading on AIM of its enlarged share capital. Dealings will commence today.

The Company has raised £2.72m before expenses through a placing by Northland Capital Partners Limited of 13,600,000 new ordinary shares at 20 pence per share (the "Placing"). Following the Placing, the Company has 71,100,000 ordinary shares of no par value in issue, giving a market capitalisation at the Placing price of £14.22m.

The funds raised under the placing will be used for product marketing, working capital, repayment of a third party loan and the costs associated with Admission.

Northland Capital Partners Limited is acting as Nominated Adviser and Broker to the Company.

Starcom's business was established in 2004. The Company currently has three principal products in production – the Helios, a vehicle location and fleet management system, the Watchlock, an award winning high security padlock and electronic alarm monitoring system jointly owned with Mul-T-Lock Technologies Ltd (part of the Swedish-based ASSA ABLOY group, the world's leading manufacturer and supplier of high security locking solutions) and the Triton, a shipping container tracking system.

Since its launch in 2005 until 30 September 2012, Starcom has sold approximately 150,000 units of the Helios and its predecessor (of which over 51,000 were generating recurring monthly web revenues as at 31 December 2012 through Starcom Online detailed below). The Watchlock and Triton were both launched in 2012, with the Company shipping 6,457 Watchlock units by the year end. Both these products are patent pending.

In addition, the Company has two new products, the Rainbow, a tracking system for children and the elderly and the Kylos, a merchandise tracking system, which are expected to be launched in 2013.

Starcom Online, a web-based and mobile tracking and monitoring application, and Starcom Control, an operational emergency security centre application, are designed to be used in conjunction with all of the Company's products. Full details on all the Company's products are available at its website: www.starcomplc.com.

The Company currently works with over 110 distributors to market its products in over 50 countries throughout the world and has focused on emerging markets throughout Africa, South America, some countries in Europe and Asia. It derives revenues from hardware sales to distributors (rather than the ultimate end user) and recurring monthly web revenues from the provision of Starcom Online, to facilitate the tracking and monitoring features of the systems, as well as the provision of Starcom Control if required.

In the year ended 31 December 2011, the Company had revenues of U\$5.57m with profits before tax of U\$789k (2010: U\$478k). In the six months to 30 June 2012, revenues were U\$3.4m with profits before tax of U\$868k (eclipsing the profits for the full year in 2011).

Avi Hartmann, CEO, commented: "We are delighted to be joining the AIM market today and on behalf of the board, I would like to thank our staff and all those involved in the process. This success marks the start of a new chapter for Starcom and we look forward to making the most of our listing by working closely with our staff and distributors to further develop and expand our product range. We welcome our new shareholders and look forward to working with them in order to grow Starcom into a global technology business."

For further information and to download the Company's Admission Document please visit www.starcomplc.com.

Enquiries

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