

16 August 2019

Starcom plc
("Starcom" or the "Company")

Director/PDMR Shareholding

Starcom (AIM: STAR) which specialises in the development of wireless solutions for the remote tracking, monitoring and protection of a variety of assets, has been notified by Michael Rosenberg, Chairman of the Company, that, on 15 August 2019 he purchased 500,000 ordinary shares in the Company ("Ordinary Shares") at an average price of 1.165p per Ordinary Share.

As a result of this purchase, Mr Rosenberg's beneficial interest in the Company's share capital is at 3,559,616 Ordinary Shares, representing approximately 1.03 per cent. of the voting rights of the Company.

The FCA notification, made in accordance with the requirements of the EU Market Abuse Regulation, is appended below.

For further information please contact

Starcom Plc

Michael Rosenberg, Chairman

07785 727595

Avi Hartmann, CEO

+972 5477 35663

Allenby Capital Limited (Nominated Adviser and Joint Broker)

020 3328 5656

James Reeve/Jeremy Porter/Asha Chotai

Peterhouse Capital Limited (Joint Broker)

020 7469 0930

Lucy Williams/Charles Goodfellow/Eran Zucker

Leander PR (Financial PR)

07795 168 157

Christian Taylor-Wilkinson

Notification and public disclosure of transactions by persons discharging managerial responsibilities and persons closely associated with them.

1	Details of the person discharging managerial responsibilities / person closely associated								
a)	Name	Michael Rosenberg							
2	Reason for the notification								
a)	Position/status	Chairman							
b)	Initial notification /Amendment	Initial notification							
3	Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor								
a)	Name	Starcom plc							
b)	LEI	213800XVU7WF3QMF4826							
4	Details of the transaction(s): section to be repeated for (i) each type of instrument; (ii) each type of transaction; (iii) each date; and (iv) each place where transactions have been conducted								
a)	Description of the financial instrument, type of instrument Identification code	Ordinary Shares of no par value Identification code (ISIN) for Starcom plc ordinary shares: JE00B8WSDY21							
b)	Nature of the transaction	Purchase of ordinary shares							
c)	Price(s) and volume(s)	<table border="1"> <thead> <tr> <th>Price(s)</th> <th>Volume(s)</th> </tr> </thead> <tbody> <tr> <td>1.15p</td> <td>250,000</td> </tr> <tr> <td>1.18p</td> <td>250,000</td> </tr> </tbody> </table>	Price(s)	Volume(s)	1.15p	250,000	1.18p	250,000	
Price(s)	Volume(s)								
1.15p	250,000								
1.18p	250,000								
d)	Aggregated information - Aggregated volume - Price	Aggregated volume: 500,000 Ordinary Shares Average price: 1.165p							
e)	Date of the transaction	15 August 2019							
f)	Place of the transaction	London Stock Exchange, XLON							