

19 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 Avi Hartmann, CEO of the Company, that on 16 August 2019 he purchased 2,000,000 ordinary shares in the Company ("Ordinary Shares") at a price of 1.325p per Ordinary Share.

As a result of this purchase, Mr Hartmann's beneficial interest in the Company's share capital is at 24,197,936 Ordinary Shares, representing approximately 7.01 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
Avi Hartmann, CEO

07785 727595
+972 5477 35663

Allenby Capital Limited (Nominated Adviser and Joint Broker)

James Reeve/Jeremy Porter/Asha Chotai

020 3328 5656

Peterhouse Capital Limited (Joint Broker)

Lucy Williams/Charles Goodfellow/Eran Zucker

020 7469 0930

Leander PR (Financial PR)

Christian Taylor-Wilkinson

07795 168 157

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	Avi Hartmann				
2	Reason for the notification					
a)	Position/status	CEO				
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>1.325p</td> <td>2,000,000</td> </tr> </tbody> </table>	Price(s)	Volume(s)	1.325p	2,000,000
Price(s)	Volume(s)					
1.325p	2,000,000					
d)	Aggregated information - Aggregated volume - Price	n/a				
e)	Date of the transaction	16 August 2019				
f)	Place of the transaction	London Stock Exchange, XLON				