26 May 2021

Starcom PLC
("**Starcom**" or the "**Company**")

Director/PDMR Shareholding

Starcom (AIM: STAR), which specialises in the development of wireless, Internet-of-Things (IoT) based solutions for the remote tracking, monitoring and protection of a variety of assets, has received notification from Igor Vatenmacher, Chief Financial Officer of the Company, that on 25 May 2021 he purchased 750,000 Ordinary Shares in the Company at a price of 0.85p per share. Igor Vatenmacher now holds 1,000,000 Ordinary Shares in the Company, which represents approximately 0.28% of the issued share capital of the Company.

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) Jeremy Porter	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	Igor Vatenmacher
2	**Reason for the notification**	
a)	Position/status	Chief Financial Officer
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 JE00B8WSDY21
b)	Nature of the transaction	Purchase of ordinary shares
c)	Price(s) and volume(s)	Price(s) Volume(s) 0.85p 750,000
d)	Aggregated information - Aggregated volume - Price	n/a
e)	Date of the transaction	25 May 2021
f)	Place of the transaction	London Stock Exchange, XLON