

1 October 2021

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

Conversion of loans and Director shareholdings

The Board of 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, is pleased to announce that all the holders of the convertible loan notes issued in March 2020 and due for repayment or conversion by 30 September 2021, have exercised their options to convert these loans into new ordinary shares of Starcom at the conversion price of 1.25p per share. The loan notes were for £223,600 in total and accordingly, a total of 19,488,000 ordinary shares ("New Ordinary Shares") will be issued to the lenders as follows:

<i>Lender</i>	<i>No. of New Ordinary Shares</i>
Montrose Securities Limited, a company controlled by Michael Rosenberg (Non-Executive Chairman)	8,000,000
Avi Engel (Non-Executive Director)	8,000,000
Igor Vatenmacher (Chief Financial Officer)	1,744,000
Starcom employee	1,744,000

The conversion price is at a premium of approximately 39 cent to the most recent closing mid-market share price and reflects the confidence of the lenders in the prospects for the Company.

Application will be made for the New Ordinary Shares, which will rank *pari passu* with the Company's existing Ordinary Shares, to be admitted to trading on AIM ("Admission"). It is anticipated that Admission will become effective on 7 October 2021.

On Admission, the shareholdings in the Company of the directors concerned will be as follows:

<i>Director</i>	<i>Total no. of Ordinary Shares held on Admission</i>	<i>Percentage of issued share capital of the Company held on Admission</i>
Michael Rosenberg	16,626,391	4.33
Igor Vatenmacher	2,744,000	0.71
Avi Engel	11,108,334	2.89

Total Voting Rights

On Admission, the Company's issued ordinary share capital will comprise 384,214,576 Ordinary Shares. The Company does not hold any shares in treasury. Therefore, the total number of Ordinary Shares with voting rights in the Company will be 384,214,576. This figure may be used by shareholders in the Company as the denominator for the calculations by which they will determine if they are required to notify their interest in, or a change in their interest in, the voting rights of the Company under the FCA's Disclosure Guidance and Transparency Rules.

Contacts:

Starcom Plc

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Peterhouse Capital Limited (Joint Broker)
 Lucy Williams/Charles Goodfellow/Eran Zucker

020 7469 0930

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 (Chairman) Avi Engel (Non-executive Director) Igor Vatenmacher (Chief Financial Officer)												
2	Reason for the notification													
a)	Position/status	See 1 a) above												
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	Issue of ordinary shares for conversion of loan notes												
c)	Price(s) and volume(s)	<table border="1"> <thead> <tr> <th>Director/PDMR</th> <th>Price(s)</th> <th>Volume(s)</th> </tr> </thead> <tbody> <tr> <td>Michael Rosenberg</td> <td>1.25p</td> <td>8,000,000</td> </tr> <tr> <td>Avi Engel</td> <td>1.25p</td> <td>8,000,000</td> </tr> <tr> <td>Igor Vatenmacher</td> <td>1.25p</td> <td>1,744,000</td> </tr> </tbody> </table>	Director/PDMR	Price(s)	Volume(s)	Michael Rosenberg	1.25p	8,000,000	Avi Engel	1.25p	8,000,000	Igor Vatenmacher	1.25p	1,744,000
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e)	Date of the transaction	30 September 2021												
f)	Place of the transaction	Outside a trading venue												