

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

**North American Technology and Distribution Partnership**

Starcom (AIM: STAR), which specialises in the development of wireless solutions for the remote tracking, monitoring and protection of a variety of assets and people, is pleased to announce that it has formed a joint venture partnership with US based Sato Global Solutions ("Sato" - please see below for more information), a global leader in data management technology, including the ability to tag, track and link objects to IT systems through the use of barcodes, radio frequency identification (RFID) and other technologies.

The joint venture, which is part of Starcom's strategy to penetrate the North American market, will work in two ways; the first being Sato will act as the Company's US distribution partner, by connecting its RFID technology with Starcom's Tetis, Kylos and Helios products to provide a dynamic "last mile" solution. The "last mile" refers to the connection between the equipment and the end user through cellular networks and GSM.

Sato was attracted by the technology of Starcom's remote tracking and monitoring products which collect important data such as location, temperature, light exposure and shock detection. Sato will offer these products, in conjunction with its own technology, to its diverse customer base, which includes 500 large US based companies within the logistics industry. Starcom will receive payment for each unit sold.

The second aspect of the joint venture will see the parties collaborating to combine their respective technologies in further new product development.

The joint venture was announced at the Air & Sea Cargo Americas Tradeshow in Miami last week, one of the major US industry conferences, where their joint presentation was warmly received.

**Avi Hartmann, CEO of Starcom, commented,** "Starcom is delighted to have been selected by such a prestigious organisation as Sato to combine our technology with theirs in order to provide a complete service to their customers. This joint venture demonstrates that we are recognised as a world-leading provider of tracking technology. North America is one of our major points of focus in the coming few years and we hope the joint venture with Sato will enable us to make real progress there."

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For further information please contact:

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Notes to Editors:

**SATO Global Solutions**, headquartered in Florida, is a wholly-owned subsidiary of SATO Holdings, a Tokyo-based global leader in Automatic Identification and Data Capture (Auto-ID) solutions. Building on SATO's vast industry knowledge and customer-centric philosophy, SATO Global Solutions develops customised, end-to-end solutions integrating cloud-based software with the optimal hardware, consumables, services, and support to meet the specific needs of its customers.

SATO Holdings serves a diverse range of customers, delivering end-to-end solutions that streamline operations, empower workforces and help customers reduce their environmental impact. For the fiscal year ended March 31, 2015, it reported revenues of JPY 99,831 million (approx. US\$ 910 million).

Founded in 1940, SATO is publicly listed on the first section of Tokyo Stock Exchange in Japan. It has a sales and support offices in over 25 countries and is represented globally through a world-class network of partners with business presence in over 90 countries.