

1: NOTIFICATION OF MAJOR INTEREST IN SHARES

entity of the issuer or the underlying issuer existing shares to which voting rights are attached: ⁱⁱ	Starcom PLC
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Reason for the notification (please tick the appropriate box or boxes):

acquisition or disposal of voting rights	<input checked="" type="checkbox"/>
acquisition or disposal of qualifying financial instruments which may result in the acquisition of shares already issued to which voting rights are attached	<input type="checkbox"/>
acquisition or disposal of instruments with similar economic effect to qualifying financial instruments	<input type="checkbox"/>
event changing the breakdown of voting rights	<input type="checkbox"/>
Other (please specify):	<input type="checkbox"/>

Full name of person(s) subject to the notification obligation: ⁱⁱⁱ	¹ Yorkville Advisors Global, LLC ² Yorkville Advisors Global, LP ³ YA Global Master SPV, Ltd.
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Full name of shareholder(s) different from 3.): ^{iv}	Jarvis Investment Management Ltd (Registered Holder)
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Date of the transaction and date on which the threshold is crossed or attached: ^v	December 21, 2015
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Date on which issuer notified:	December 21, 2015
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Threshold(s) that is/are crossed or attached: ^{vi, vii}	<u>Below 3 %</u>
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Identified details:

Voting rights attached to shares ^{viii, ix}

Security type of shares	Situation previous to the triggering transaction		Resulting situation after the triggering transaction				
	Number of Shares	Number of Voting Rights	Number of shares	Number of voting rights		% of voting rights ^x	
			Direct	Direct ^{xi}	Indirect ^{xii}	Direct	Indirect
Ordinary Shares	3,352,808	3,352,808				Below 3%	

Qualifying Financial Instruments

Resulting situation after the triggering transaction

Instrument	Expiration date ^{xiii}	Exercise/ Conversion Period ^{xiv}	Number of voting rights that may be acquired if the instrument is exercised/ converted.	% of voting rights

Financial Instruments with similar economic effect to Qualifying Financial Instruments

Resulting situation after the triggering transaction

Instrument	Exercise price	Expiration date ^{xvii}	Exercise/ Conversion period ^{xviii}	Number of voting rights instrument refers to	% of voting rights ^{xix, xx}	
					Nominal	Delta

Total (A+B+C)

Number of voting rights	Percentage of voting rights
	Below 3%

chain of controlled undertakings through which the voting rights and/or the financial instruments are effectively held, if applicable: ^{xxi}

Yorkville Advisors Global, LLC is the general partner, and controlling person, of Yorkville Advisors Global, LP, which is the investment manager of Yorkville Global Master SPV, Ltd.

Proxy Voting:	
Name of the proxy holder:	
Number of voting rights proxy holder will cease to hold:	
Date on which proxy holder will cease to hold voting rights:	

Additional information:	
Contact name:	Troy Rillo
Contact telephone number:	001.908.906.5127