

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

Director/PDMR transaction

Wireless remote tracking and monitoring products company Starcom Plc (AIM: STAR) is pleased to announce that, further to the approval of the Starcom PLC Share Option Scheme by the Company's shareholders at the recent Annual General Meeting and as envisaged in the Chairman's statement in the 2015 Report and Accounts, options have been granted over a total of 4,400,000 Ordinary Shares (representing 3.2 per cent. of the Company's issued share capital) as follows:-

Avi Hartmann	800,000
Avi Engel	1,000,000
Michael Rosenberg	1,000,000
Uri Hartman	800,000
Doron Kedem	800,000

The options are exercisable at 5p per share (compared to (i) yesterday's mid market closing price of 2.5p and (ii) 1.625p at the time of the proposed grant of options). The options vest 3 years after grant, except in the case of Michael Rosenberg and Avi Engel where the vesting period is 2 years. Any unexercised options expire at the end of 10 years from grant.

-ends-

For further information, please contact:

Starcom Plc

Michael Rosenberg, Chairman
Avi Hartmann, CEO

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Northland Capital Partners Limited

Nominated Adviser and Broker
Edward Hutton / David Hignell
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Lucy Williams / Charles Goodfellow / Eran Zucker

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This announcement contains inside information for the purposes of Article 7 of the Market Abuse Regulation (EU) No 596/2014. The information set out below is provided in accordance with the requirements of Article 19(3) of that Regulation.

1	Details of the persons discharging managerial responsibilities / person closely associated		
a)	Name	<ol style="list-style-type: none"> 1. Avi Hartmann 2. Avi Engel 3. Michael Rosenberg 4. Uri Hartman 5. Doron Kedem 	
2	Reason for the notification		
a)	Position/status	<ol style="list-style-type: none"> 1. Chief Executive 2. Non-executive director 3. Non-executive director 4. Chief Technical Officer 5. Chief Operating Officer 	
b)	Initial notification /Amendment	Initial notification	
3	Details of the issuer		
a)	Name	Starcom plc	
b)	LEI	n/a	
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	Options over ordinary shares of no par value	
	Identification code	ISIN: JE00B8WSDY21	
b)	Nature of the transaction	The options vest 3 years after grant, except in the case of Michael Rosenberg and Avi Engel where the vesting period is 2 years.. Any unexercised options expire at the end of 10 years from grant.	
c)	Price(s) and volume(s)	Option Price(s)	Volume(s)
		1. 5p	800,000
		2. 5p	1,000,000
		3. 5p	1,000,000
		4. 5p	800,000
		5. 5p	800,000
d)	Aggregated information - Aggregated volume - Price	<ul style="list-style-type: none"> - Options over 4,400,000 shares - 5p per share 	
e)	Date of the transaction	19 July 2016	
f)	Place of the transaction	Shares issued on exercise of options to be admitted to trading on AIM, London Stock Exchange	