

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

Appointment of New Chief Financial Officer

The board of Starcom is pleased to announce that Mr. Golan Hermolin has been appointed as Chief Financial Officer of Starcom with immediate effect. It has become increasingly clear, in view of the expected growth in the business, that the Group now requires a full time CFO. Mr Shenig, the Group's current CFO, felt unable to provide his services on such a basis due to other demands on his time. He will therefore resign from the board with effect from 30 September but will continue to perform his role through this transitional period. Mr. Hermolin will not be appointed to the board of Starcom at this time.

Michael Rosenberg, Chairman of Starcom, commented, "We thank Udi for his valuable contribution to the Group and wish him well for the future."

Mr Hermolin (aged 49) is a CPA and has a degree in Business and Accounting from the University of Tel Aviv. He began his career in 1998 working as a Chief Project Officer for Jaffa Municipalities in Tel Aviv, before moving to KPMG where he worked as a senior associate and Supervisor. He then became Group Financial Controller at Opticana Group, where he was responsible for all IFRS reporting to the board. From 2014 until July 2017, he was CFO of of the principal operating subsidiary DekelOil Public Limited, an AIM listed palm oil production company.

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This announcement contains inside information.

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