

22 December 2017

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

Senior Management Appointment

The Board of Starcom is pleased to announce the appointment of Mr Igor Vatenmacher as Chief Financial Officer with immediate effect, although at this stage he is not joining the board. Mr Vatenmacher is a CPA (Israel) who served as a senior accountant at Ernst and Young from 2009 to 2013. He is an executive MBA with Honours from the Hebrew University Jerusalem, having graduated from Ben-Gurion University with a BA in Economics (specializing in accounting). Prior to joining Starcom, he was a financial executive at Avgol, an international non-woven products company listed on the Tel Aviv Stock Exchange.

Mr Udi Shenig who has continued as CFO pending this appointment will resign from the board with effect from 1 January 2018. We would like to thank Mr Shenig for his contribution to the Company and wish him well in the future.

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This announcement contains inside information.

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