

26 February 2019

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

**Launch of Electric Motorcycle
with Integrated Helios System**

The board of Starcom (AIM: STAR) is pleased to announce that a new range of electric motorcycles incorporating Starcom's Helios tracking and monitoring technology was launched simultaneously in Amsterdam and New York on 25 February 2019 by one of the world's leading electric vehicle manufacturers, Zero Motorcycles Inc. ("**Zero**").

Zero is a California based company that produces high performance electric motorcycles. Zero's new motorbike, the SR/F, is described, in Internet of Things (IoT) terms, as, the 'first connected motorcycle in the world'.

The SR/F is utilising Starcom's Helios monitoring system that allows Zero and the rider to track the motorcycle's condition in terms of various parameters, including range, battery utilisation and location. In addition, it allows Zero to perform software upgrades to the battery and engine management systems remotely, thus potentially prolonging the life of the propulsion system.

Zero and Starcom have been working together for the past 18 months on the development of this product and Starcom has previously announced that it was working with a motorcycle manufacturer for the integration of the Company's Helios solution into their new model without being able to name the manufacturer, until now.

Zero will purchase the Helios units as part of its production process under an OEM agreement with no minimum order stipulated in the agreement. Online SaaS will be included free to the bike owner at Zero's cost for the first two years, with an option for the bike owner to connect directly to Starcom's global tracking system for a monthly fee thereafter. Initial sales are expected to be relatively low in 2019 but the Directors of the Company consider that there is a significant growth opportunity in later years as the market for electric motorbikes increases.

For more information on Zero Motorcycles and its range of electric motorbikes, please go to: <https://www.zeromotorcycles.com/eu/>

Avi Hartmann, CEO of Starcom, commented, "This collaborative agreement is another example of how the technology developed by Starcom is being adapted for use in many new sectors. Our Helios unit is incorporated into each motorcycle during the build and we have had to develop a higher specialised and customised product for Zero to fit their purpose; a process which we believe will open more doors for us in the new market of communications to vehicles."

-ends-

Enquiries:

Starcom Plc

Michael Rosenberg, Chairman
Avi Hartmann, CEO

07785 727 595
+972 5447 5663

Allenby Capital Limited (Nominated Adviser and Joint Broker)

James Reeve / Jeremy Porter / Asha Chotai

020 3328 5656

Peterhouse Capital Limited (Joint Broker)
Lucy Williams / Charles Goodfellow / Eran Zucker

020 7469 0930

Leander PR (Financial PR)
Christian Taylor-Wilkinson

07795 168 157