

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

Appointment of Non-Executive Director and Consultant

Further to its announcement on 18 April 2019, Starcom (AIM: STAR), which specialises in the development of wireless solutions for the remote tracking, monitoring and protection of a variety of assets, is pleased to confirm the appointment of Martin Blair as an Independent Non-Executive Director of the Company, effective immediately.

Martin qualified as a chartered accountant with Ernst & Young in 1982 and between 1983 and 1986 also worked for PwC. He then spent 15 years in a variety of senior financial roles, primarily for media and technology companies, both in UK and the US. Martin became the CFO for Pilat Media Global plc, a company which previously traded on both AIM and the Tel Aviv Stock Exchange. Pilat Media Global developed, marketed and supported new generation business management software solutions for content and service providers in the media industry. Martin is also currently a non-executive director and Chairman of the audit committees at Kape Technologies Plc (AIM: KAPE), Cake Box Holdings Plc (AIM: CAKE) and Green Biologics Ltd.

Martin has been appointed as Chairman of the Company's audit committee.

The Company has agreed an economical remuneration package with Martin where it is proposed he will be granted some share options under the Company's option scheme as well as receiving some further share options instead of receiving a cash salary for the first nine months of his appointment. In line with the Company's announcement on 18 April 2019 regarding the intention for Directors to receive ordinary shares or options in the Company in lieu of director salaries, these proposals for Martin will be subject to shareholder approval at a general meeting of the Company to be convened in the near future. A further announcement will be made in due course.

Appointment of consultant

The Company is also pleased to announce the appointment of David Avner as a consultant to the Company. David has been appointed to assist the Board on the strategic direction of the Company.

David has a long and successful career ranging across a number of industries. He has a BA in mathematics, computer science and philosophy from Haifa University and MBA in specialisation on competitive strategy and financial management from the Technion. From 1983 to 2000, he was employed by the Strauss Dairy group and became general manager of the dairies division responsible for revenues of \$250m.

From 2000 to 2005, David was chief operating officer and member of the executive management of AMDOCS, responsible for worldwide operations. From 2006 to 2010, he was CEO of Partner Communications Ltd, the cellular domestic leader in Israel under the Orange brand. From 2011 to 2017, David was a member of the board of Bank Leumi and member of its strategy committee and credit risk committee. He is currently chairman of the board of Cellomat in Israel.

Michael Rosenberg, Non-Executive Chairman of the Company, commented:

"We would like to welcome Martin to the board and David as a consultant to the business. Both gentlemen are highly regarded in their fields and will bring a wealth of experience to the Company as it evolves and refines its growth strategy."

Regulatory disclosures

Martin Incedon Blair, aged 61, is or has during the last five years, been a director or partner of the following companies and partnerships:

Current directorships/partnerships

- Kape Technologies Plc
- Cake Box Holdings Plc
- Green Biologics Limited
- Talip Limited

Past directorships/partnerships

- The Marketing Group Ltd
- Crossrider UK Branch

Mr Blair was appointed as a director of Ifonic plc (then named Redbus Internet Distribution Limited) in January 2000. In May 2001, the company entered into a company voluntary arrangement with its creditors.

In January 2000, Mr Blair was appointed as a director of Filmgroup Limited, resigning in October 2001. Filmgroup Limited was put into a creditors' voluntary liquidation in November 2001, within 12 months of Mr Blair ceasing to act as a director and was subsequently dissolved in October 2003.

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