

**Starcom plc**  
 ("Starcom" or the "Company")

**Director/PDMR Shareholding**

Starcom (AIM: STAR) which specialises in the development of wireless solutions for the remote tracking, monitoring and protection of a variety of assets, has been notified by Igor Vatenmacher, CFO, that, earlier today he purchased 250,000 ordinary shares in the Company ("Ordinary Shares") at a price of 1.267p per Ordinary Share.

As a result of this purchase, Mr Vatenmacher 's beneficial interest in the Company's share capital is 250,000 Ordinary Shares, representing approximately 0.07 per cent. of the voting rights of the Company.

The FCA notification, made in accordance with the requirements of the EU Market Abuse Regulation, is appended below.

For further information please contact

**Starcom Plc**

Michael Rosenberg, Chairman  
 Avi Hartmann, CEO

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 +972 5477 35663

**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

**Notification and public disclosure of transactions by persons discharging managerial responsibilities and persons closely associated with them.**

1 Details of the person discharging managerial responsibilities / person closely associated			
a)	Name	Igor Vatenmacher	
2 Reason for the notification			
a)	Position/status	CFO	
b)	Initial notification /Amendment	Initial notification	
3 Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor			
a)	Name	Starcom plc	
b)	LEI	213800XVU7WF3QMF4826	
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	Ordinary Shares of no par value	
	Identification code	Identification code (ISIN) for Starcom plc ordinary shares: JE00B8WSDY21	
b)	Nature of the transaction	Purchase of ordinary shares	
c)	Price(s) and volume(s)	Price(s)	Volume(s)
		1.267p	250,000
d)	Aggregated information - Aggregated volume - Price	n/a	
e)	Date of the transaction	12 December 2019	
f)	Place of the transaction	London Stock Exchange, XLON	