

1 October 2021

Starcom PLC
("Starcom" or the "Company")

Director shareholdings

The Board of Starcom (AIM: STAR), which specialises in the development of wireless, Internet-of-Things (IoT) based solutions for the remote tracking, monitoring and protection of a variety of assets, announces that following the conversion of the loan held by Avi Engel yesterday into 8 million new ordinary shares in the Company (as announced earlier today), it has been agreed that these shares will be acquired by Avi Hartmann, CEO of Starcom, for the original loan amount of £100,000 (a price of 1.25p per share). Avi Hartmann will also acquire the 1,744,000 shares issued to the Starcom employee that also converted his loan yesterday, for the original loan amount of NIS 100,000 (approximately £22,000 and 1.25p per share).

Following these transactions, the shareholdings in the Company of the directors concerned will be as follows:

<i>Director</i>	<i>Total no. of Ordinary Shares held</i>	<i>Percentage of issued share capital of the Company</i>
Avi Hartmann	43,052,224	11.21
Avi Engel	3,108,334	0.81

Contacts:

Starcom Plc

Michael Rosenberg, Chairman

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Avi Hartmann, CEO

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Allenby Capital Limited (AIM Nominated Adviser and Joint Broker)

020 3328 5656

Jeremy Porter/Piers Shimwell

Peterhouse Capital Limited (Joint Broker)

020 7469 0930

Lucy Williams/Charles Goodfellow/Eran Zucker

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	Avi Engel	
2	Reason for the notification		
a)	Position/status	Non-executive Director	
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 Identification code	Ordinary Shares of no par value Identification code (ISIN) for Starcom plc ordinary shares: JE00B8WSDY21	
b)	Nature of the transaction	Disposal of ordinary shares	
c)	Price(s) and volume(s)	8,000,000 shares at 1.25p per share	
d)	Aggregated information - Aggregated volume - Price	Price(s) 1.25p	Volume(s) 8,000,000
e)	Date of the transaction	1 October 2021	
f)	Place of the transaction	Outside a trading venue	

1	Details of the person discharging managerial responsibilities / person closely associated		
a)	Name	Avi Hartmann	
2	Reason for the notification		
a)	Position/status	CEO	
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 Identification code	Ordinary Shares of no par value Identification code (ISIN) for Starcom plc ordinary shares: JE00B8WSDY21	
b)	Nature of the transaction	Acquisition of ordinary shares	
c)	Price(s) and volume(s)	9,744,000 shares at 1.25p per share	
d)	Aggregated information - Aggregated volume - Price	Price(s) 1.25p	Volume(s) 9,744,000
e)	Date of the transaction	1 October 2021	
f)	Place of the transaction	Outside a trading venue	