



Press release

SHL Telemedicine continues implementation of its strategic plan and expands the use of SmartHeart™ technology in the US. Key executives join the SHL US enterprise

Andrei Soran, CEO of an acute care hospital network with hospitals in California, Texas and Chicago joins the board of directors of SHL's US subsidiary.

Robert Brooks, until recently a senior vice president of the American pharma and health insurance network CVS Health joins as a Senior Advisor.

SHL will implement its business model through strategic partnerships with leading Healthcare providers and insurers. SHL will also seek to obtain OTC clearance for SmartHeart™ from the FDA for use in the direct-to-consumer market.

Tel Aviv / Zurich, 16 February 2021 – SHL Telemedicine Ltd. (SIX Swiss Exchange: SHLTN) ("SHL"), a leading provider and developer of advanced personal telemedicine solutions, announced today that it has commenced manning key positions for its US operations, as part of its strategy to significantly expand the use of SmartHeart™ technology in the US.

Andrei Soran joins the Board of Directors of SHL's US wholly owned subsidiary. Soran serves as the CEO of a health system with hospitals in California, Texas and Chicago. Soran brings extensive experience in managing and leading healthcare systems and hospitals in the US as well as companies in the field of medical devices and services.

In addition, Robert Brooks joins the SHL US team. Brooks was until recently a Senior Vice President at CVS Health, a leading US pharmacy chain and health insurance. Brooks has over 35 years of experience in the US health systems networks, health insurance and development of business models in these fields.

Currently SmartHeart™ is used to perform 12 lead ECG by physicians in clinics as well as in home setting in the U.S. As part of its US expansion, SHL is promoting business models through collaborations with leading healthcare strategic partners, including hospital chains, medical centers and clinics, as well as nursing homes and retail chains. At the same time, SHL is working to obtain OTC clearance for the SmartHeart technology from the FDA, in order to enable a direct offering of SmartHeart to private customers without a need for a prescription.

The economic potential of using SmartHeart technology to perform hospital level 12 lead ECG anywhere and anytime without the assistance of a healthcare professional, represents a major opportunity. The lower cost, scalable solution ties into the new regulations providing reimbursement for telemedicine services. It also provides significant savings for participating healthcare providers.

Further information

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About SHL Telemedicine

SHL Telemedicine is engaged in developing and marketing personal telemedicine systems and the provision of medical call center services, with a focus on cardiovascular and related diseases, to end users and to the healthcare community. SHL Telemedicine offers its services and personal telemedicine



devices to subscribers utilizing telephonic and Internet communication technology. SHL is listed on the SIX Swiss Exchange (SHLTN, ISIN: IL0010855885, Security No.: 1128957). For more information, please visit our web site at www.shl-telemedicine.com.

Some of the information contained in this press release contains forward-looking statements. Readers are cautioned that any such forward-looking statements are not guarantees of future performance and involve risks and uncertainties, and that actual results may differ materially from those in the forward-looking statements as a result of various factors. SHL Telemedicine undertakes no obligation to publicly update or revise any forward-looking statements.