



Press release

Japanese marketing approval for the smartheart™ in place. Exploring marketing opportunities.

Tel Aviv/Zurich, 13 March 2014 - SHL Telemedicine Ltd. (SIX Swiss Exchange: SHLTN), a leading provider and developer of advanced personal telemedicine solutions, announced that it has a Japanese PMDA Pre-Market Certification for marketing the smartheart in Japan. The smartheart™ has received already a marketing approval in Europe according to the EU Medical Directive (the CE) and the US according to the American Food and Drug Administration (the FDA).

Through innovative technology developed by SHL, the smartheart™ enables any individual who owns a smartphone to perform a Hospital-Grade ECG and send his 12 lead ECG in real time to his personal physician or cardiologist, upload it to his personal medical record, send it to the hospital for medical diagnosis or to the company's telemedicine call center for consultation. The ECG results can be viewed and examined any time, on the smartphone, through secured access. The smartheart™ can be used by anyone, anytime, anywhere.

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. The Company operates in Israel, Germany, India and the United States in one business segment, Telemedicine services. SHL is listed on the SIX Swiss Exchange (SHLTN, ISIN: IL0010855885, Security No.: 1128957) and has an ADR program listed over-the counter; Symbol: SMDCY. For more information please visit our web site at <http://www.shl-telemedicine.com>.

For further information please contact:

- Erez Alroy, Co-CEO, Phone: +972 3561 22 12, ereza@shl-telemedicine.com
- Martin Meier-Pfister, IRF Communications, Phone: +41 43 244 81 40, shl@irfcom.ch
- Garth Russell / Elizabeth Barker, KCSA Strategic Communications, (U.S.-based), Phone : +1 212 682 6300, Email : grussell@kcsa.com, ebarker@kcsa.com

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