



## **SHL Telemedicine completes launch of ADR program in the United States**

**Tel Aviv/Zurich** – February 3, 2014 – SHL Telemedicine Ltd. (SIX Swiss Exchange: SHLTN) a leading provider and developer of advanced personal telemedicine solutions, announced today that trading in its ADRs has commenced over-the-counter under the ticker symbol: SMDCY.

SHLTN shares can be switched 1:1 into ADRs and vice-versa. SHL's capital and equity base will remain unchanged.

"The trading of SHL Telemedicine shares in the U.S. through this ADR program will better enable U.S. investors to become shareholders of SHL," commented Erez Alroy, Co-Chief Executive Officer of SHL Telemedicine. "This is an important step in providing greater liquidity and visibility for our shares and we will be continuing with our efforts to increase public exposure to the stock throughout the year."

In order to support the launch of the program, BNY Mellon has waived the issuance fees of the ADRs, for the first 90 days of the program.

For more information, please contact the Bank of New York Mellon Depository Receipt division at <mailto:adrdesk@bnymellon.com> or at + 1 212 815 1161.

### **About Sponsored Level 1 ADR Program**

ADRs are U.S. dollar-denominated negotiable instruments issued by a depository bank and represent shares of a non-U.S. company in the U.S. markets. U.S. investors buy ADRs through their brokers just like any other stock and have a choice of buying ADRs and/or buying ordinary shares and converting these to ADRs with no delay. The price of an ADR often tracks the price of the foreign stock in its home market, adjusted for the ratio of ADRs to the company's shares, the foreign exchange rate and other factors. Level 1 depository receipts trade on the OTC market. They help to enhance the issuers' visibility in the U.S. and attract North American investors, reduce shareholder concentration, and increase liquidity of the stock. For more information on ADRs, visit <http://www.adrbnymellon.com/>.

### **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). For more information please visit our web site at <http://www.shl-telemedicine.com/>.



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