



Press release

## **SHL Announces Appointment of General Manager for Israel**

**Tel Aviv / Zurich, 26 May 2016** – SHL Telemedicine Ltd. (SIX Swiss Exchange: SHLTN, OTCPK: SMDCY) (“SHL”), a leading provider and developer of advanced personal telemedicine solutions, announced today that Mr. Eran Kristal was appointed as General Manager and Executive VP, responsible for the management of SHL’s operation in Israel. Eran Kristal will commence his position on May 29, 2016.

Yuval Shaked, SHL’s CEO, said: “We are very pleased that Mr. Kristal is joining SHL. Eran Kristal has extensive relevant expertise in both B2B and B2C sales, also in the health care market, and the operation of call centers. He has a proven leadership record providing profitable growth to complex organizations and is the perfect leader to enable profitable growth of our excellent franchise in Israel. Eran Kristal was chosen for this position after a competitive selection process.”

Prior to his engagement with SHL, since 2010, Eran Kristal served as the CEO of Bezeq Online Ltd., a known leader in the establishment and operation of call center services. Prior to that, he held several positions at Bezeq International Ltd., Israel’s largest Internet services and international telecommunications provider: as VP Customer Service (from 2004 to 2010), Sales director – Customer Division (from 2001 to 2004) and Manager of Direct Sales division (from 1999 to 2001). Eran Kristal holds a bachelor’s degree in business (with distinction), as well as an MBA.

### **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 [www.shl-telemedicine.com](http://www.shl-telemedicine.com).

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