



Press release

SHL Telemedicine receives FDA approval for its latest innovation – the Smartheart™

The device transforms any smartphone into a personal Hospital-Grade ECG

Tel Aviv/Zurich, 25 June 2012 - SHL Telemedicine Ltd. (SIX Swiss Exchange: SHLTN), a leading provider and developer of advanced personal telemedicine solutions, announced today that it has received the approval of the American Food and Drug Administration (the FDA) for the marketing of the Smartheart™ – an innovative device in the Mobile Health field. The Smartheart™ has received already a marketing approval in Europe according to the EU Medical Directive (the CE).

Through innovative technology developed by SHL, the Smartheart™ will enable any individual who owns a smartphone (iPhone, Android and Blackberry) to perform a Hospital-Grade ECG. The Smartheart™ enables the user to send the ECG results in real time to the company's telemedicine call center, to his personal physician or cardiologist, upload it to his personal medical record or send it to the hospital for medical diagnosis. 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.

Erez Alroy, Co-CEO of SHL, commented: "We are proud to have received FDA approval for our new revolutionary device. The Smartheart™ transforms any smartphone into a Hospital-Grade ECG that allows the user to perform a quick and simple test, equal in quality to a professional hospital ECG examination. We believe the Smartheart™ is a technological breakthrough, positioning SHL at the forefront of the mHealth market, opening up access to new target audiences, both in existing and new markets."

Studies claim that mHealth technologies will revolutionize the health services market, and that this market is expected to grow at significant rates, from US\$0.5 billion in 2010 to over US\$8 billion in 2018. The significant growth is already witnessed today, with more than 60% of U.S. physicians using tablets and smartphones (suitable for the use with Smartheart™) as a part of their routine care.

In addition, global ECG devices market forecasts to reach US\$4.1 billion by 2015 at a CAGR of 9.7%. The Smartheart™'s relevant market is 60% of the total market.





About SHL Telemedicine

SHL Telemedicine Ltd. specializes in developing and marketing advanced personal telemedicine systems as well as providing comprehensive telemedicine solutions including medical call centers to individuals and to the healthcare community. As a leading provider of remote health services in cardiology and in other medical areas, SHL maintains business operations in Europe, mainly in Germany, and at its home market in Israel. In the US, certain SHL telemedicine products are distributed by Philips Healthcare. SHL is listed on the SIX Swiss Exchange (SHLTN, ISIN: IL0010855885, Security No.: 1128957). More information available at: www.shl-telemedicine.com.

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