



Press release

## SHL Telemedicine Introduces SmartHeart® Direct-to-Consumer Membership Plan in the US

*A revolutionary at-home 12-lead ECG service with 24/7 cardiologist review and telehealth service.*

**Tel Aviv / Zurich / New York, 27 November 2023** – SHL Telemedicine Ltd. (NASDAQ: SHLT, SIX: SHLTN;) ("**SHL**" or the "**Company**"), a leading provider and developer of advanced personal telemedicine solutions is pleased to announce the soft launch of the SmartHeart® membership program in the US, marking a significant step forward in at-home healthcare. This program, available at [www.getsmartheart.com](http://www.getsmartheart.com), is part of SHL's Direct-to-Consumer (D2C) initiative, offering a comprehensive subscription service that delivers at home professional cardiac care directly to the consumer.

The SmartHeart® membership program is designed to revolutionize home-based access to cardiac care. It includes the innovative, user-friendly SmartHeart® portable 12-lead ECG device, offering round-the-clock interpretation by board-certified cardiologists and on-demand telehealth visits. This initiative not only simplifies the process of conducting a full 12-lead ECG at home but also ensures convenient and dependable heart health management, meeting the evolving needs of today's healthcare consumers.

The SmartHeart® Membership Offers to the subscribing members:

- **Portable 12-lead ECG device:** The SmartHeart® ECG, a cutting-edge and user-friendly device, enables high-quality 12-lead ECG performance anytime and anywhere.
- **24/7 cardiologist interpretation:** Subscribers receive access to expert analysis of their ECG by board-certified cardiologists, offering peace of mind and prompt response to cardiac related symptoms.
- **On-demand telehealth visits:** This feature provides convenient access to medical professionals for consultations, enabling timely and informed health decisions.
- **Flexible subscription plans:** SmartHeart® offers a variety of private-pay subscription options, each tailored to individual needs, ensuring affordable access to state-of-the-art cardiac care.

"This service transcends mere technological innovation; it represents a significant advancement in delivering care and reassurance into the lives of individuals, transforming access to cardiac care, making it less daunting and more approachable for all," explained Erez Nachtomy, CEO of SHL Telemedicine, adding: "This approach makes SmartHeart® an ideal solution not only for those at risk or living with chronic heart conditions but also for the elderly and anyone proactive about managing their heart health."

For detailed information on subscription options, availability of the SmartHeart® Membership program in different States as well as customer testimonials, please visit our website at [www.getsmartheart.com](http://www.getsmartheart.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. SHL is listed on the SIX Swiss Exchange (SHLTN, ISIN: IL0010855885, Security No.: 1128957) and on the Nasdaq Stock Exchange (SHLT, ISIN: US78423T2006, CUSIP: 78423T200).

For more information, please visit our website at [www.shl-telemedicine.com](http://www.shl-telemedicine.com).

### **Forward-Looking Statements**

*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.*

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