



## **SHL Telemedicine Announces Listing of ADR in the United States**

**Tel Aviv/Zurich** – January 22, 2014 – SHL Telemedicine Ltd. (SIX Swiss Exchange: SHLTN) a leading provider and developer of advanced personal telemedicine solutions, announced today that a sponsored level 1 American Depositary Receipt (ADR) program in the United States has been launched together with BNY Mellon. Trading is expected to start in the next few weeks. The ADR's will trade over-the-counter.

"Establishing an ADR program in the U.S. capital markets solidifies our commitment to expand our investor base and achieve the best valuation for our business. We are proud to have a number of well-reputed U.S. investors already holding our stock and believe there is a large, untapped market of investors in the U.S. that will appreciate the advanced telemedicine technology and solutions we have developed and recognize the investment opportunity that exists," commented, **Erez Alroy**, Co-Chief Executive Officer of SHL Telemedicine. "Our efforts to increase awareness of SHL Telemedicine in the capital markets will be running in parallel to our expansion efforts around the world, including in the U.S., over the next few years."

The depository bank chosen for the ADR program is the Bank of New York Mellon. Each ADR represents 1 (one) ordinary share in SHL Telemedicine. The Company's ordinary shares continue to trade on the SIX Swiss Exchange under the symbol "SHLTN". 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/>.



**Contacts:**

Erez Alroy  
Co-CEO  
P: +972 3 5612212,  
[ereza@shl-telemedicine.com](mailto:ereza@shl-telemedicine.com)

Martin Meier-Pfister  
IRF Communications  
P: +41 43 244 81 40  
[shl@irfcom.ch](mailto:shl@irfcom.ch)

Garth Russell / Josh Dver  
KCSA Strategic Communications  
P: 212-896-1250 / 212-896-1239  
[grussell@kcsa.com](mailto:grussell@kcsa.com) / [jdver@kcsa.com](mailto:jdver@kcsa.com)

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