DEPOSITARY RECEIPTS

August 3, 2016

NEW DR ANNOUNCEMENT

Cellect Biotechnology Ltd

Cellect Biotechnology is a global biotechnology group based in Israel. The Company is engaged in the production of regenerative medicine through the development of products facilitating immune stem cell selection. The Company's platform technology is based on the functional properties of stem cells which are used for their identification, selection and utilization. The Company's first product is designed to harness the critical function of sensitivity to specific apoptosis-inducing agents. The Company has established a proof of concept for its technology in animals, and has built a comprehensive IP portfolio protecting its development. The Company is involved in clinical trials and is working on the development of its pipeline.

DR Name: Cellect Biotechnology

Effective Date: August 3, 2016

Country of Incorporation: Israel

Exchange: NASDAQ Stock Market

Type of ADR Program: Sponsored - Level III

Ticker Symbol: APOP

CUSIP Number: 15116C102

Ratio (DR:ORD): 1:20
Underlying Share Description: Common

Industry Classification:Pharma. & Biotech.Custodian(s):Bank Hapoalim B.M.

To learn more about ADRs and issuer programs, please call our marketing desks:

New York London

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