Corporate Action Notice



October 7, 2019

Ratio Change and Reverse Split

Cellect Biotechnology Ltd.

ADS CUSIP: 15116C102 ADS ISIN: US15116C1027 ADS Ticker Symbol: APOP

Ratio (ADS: Underlying Shares): 1:20

BNY Mellon, at the direction of Cellect Biotechnology Ltd., is announcing a ratio change on the American Depositary Receipt ('ADR") program from one (1) American Depositary Share ("ADS") representing twenty (20) ordinary shares to a new ratio of one (1) ADS representing one hundred (100) ordinary shares.

The ratio change will result in a reverse split on the Cellect Biotechnology Ltd. ADSs on the basis of one (1) new ADS for every five (5) old ADSs held. The ordinary shares of Cellect Biotechnology Ltd. will not be affected by this change in the ADS to ordinary share ratio.

Effective October 23, 2019, ADS holders of Cellect Biotechnology Ltd. will be required on a mandatory basis to surrender their old ADSs to BNY Mellon for cancellation at the rate of five (5) "OLD" ADSs (CUSIP: 15116C102) for one (1) "NEW" ADS (CUSIP: 15116C201). Holders in the Direct Registration System and in DTC will have their ADSs automatically exchanged and need not take any action. Only whole ADSs will be distributed. BNY Mellon will attempt to sell any fractional ADSs and distribute the cash proceeds.

Please note below the timetable for the reverse stock split:

Effective date: October 23, 2019
Old CUSIP: 15116C102

Old Ratio: 1 DS: 20 Ordinary shares

Exchange Ratio: 1 "New" ADS for every 5 "Old" ADSs

New CUSIP: 15116C201

New Ratio: 1 ADS: 100 Ordinary shares

Please note: A ratio change may impact the fees payable by DR investors.

BNY Mellon's books will be closed for all issuance and cancellation transactions on CUSIP: 15116C102 from the close of business October 22, 2019. BNY Mellon anticipates that on October 23, 2019, the books will be opened for all issuance and cancellation transactions on CUSIP: 15116C201.

To learn more about Depositary Receipts, please contact <u>DRBrokerSolutions@bnymellon.com</u> or visit our website at adrbnymellon.com.

PLEASE SEE INVESTOR DISCLOSURE ON LAST PAGE.

Investor Disclosure

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BNY Mellon collects fees from DR holders pursuant to the terms and conditions of the DRs and any deposit agreement under which they are issued. From time to time, BNY Mellon may make payments to an issuer to reimburse and/or share revenue from the fees collected from DR holders, or waive fees and expenses to an issuer for services provided, generally related to costs and expenses arising out of establishment and maintenance of the DR program. BNY Mellon may pay a rebate to brokers in connection with unsponsored DR issuances; brokers may or may not disclose or pass back some or all of such rebate to the DR investor. BNY Mellon may also use brokers, dealers or other service providers that are affiliates and that may earn or share fees and commissions. BNY Mellon may execute DR foreign currency transactions itself or through its affiliates; in such cases it acts as principal counterparty and not as agent, advisor, broker or fiduciary. BNY Mellon has no obligation to obtain the most favorable exchange rate, makes no representation that the rate is a favorable rate and will not be liable for any direct or indirect losses associated with the rate. BNY Mellon earns and retains revenue on its executed foreign currency transactions based on, among other things, the difference between the rate it assigns to the transaction and the rate that it pays and receives for purchases and sales of currencies when buying or selling foreign currency for its own account. The methodology used by BNY Mellon to determine DR conversion rates is available to registered Owners upon request or at https://www.adrbnymellon.com/us/en/news-and-publications/dr-issuers/asset_upload_file49220_197380.pdf.

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