Corporate Action Notice

BNY MELLON

September 15, 2021

Ratio Change and Reverse Split

Cellect Biotechnology Ltd.
ADS CUSIP: 15116C201
ADS ISIN: US15116C2017
ADS Ticker Symbol: APOP
Ratio (ADS: Underlying Shares): 1:100

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 one-hundred (100) ordinary shares to a new ratio of one (1) ADS representing four-hundred (400) 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 four (4) 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 September 24, 2021, ADR 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 four (4) "OLD" ADSs (CUSIP 15116C201) for one (1) "NEW" ADS (CUSIP 15116C300). 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 to ADR holders.

Please note below the timetable for the reverse stock split:

Effective date:	September 24, 2021
Old CUSIP:	15116C201
Old Ratio:	1 DS: 100 Ordinary shares
Exchange Ratio:	1 "New" ADS for every 4 "Old" ADSs
New CUSIP:	15116C300
New Ratio:	1 ADS: 400 Ordinary shares

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

BNY Mellon's books will be closed for all issuance and cancellation transactions on CUSIP 15116C201 from the close of business September 23, 2021. BNY Mellon anticipates that on September 24, 2021, the books will be opened for all issuance and cancellation transactions on CUSIP 15116C300.

To learn more about DRs, please contact DRBrokerSolutions@bnymellon.com 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.

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