

CELLCOM ISRAEL LTD. ANNOUNCES VP SALES AND SERVICE RESIGNATION

NETANYA, Israel, May 14, 2020 – Cellcom Israel Ltd. (NYSE: CEL) (the "Company") announced today that Mr. Amos Maor, the Company's VP of Sales and Service, in charge of the Company's private customers, informed the Company of his intention to resign his position, in the near term, after a long and fruitful tenure as VP Sales and Service (since 2012) and previously as VP of Operations and Supply Chain (since 2004), during which period he successfully led various strategic cross-company processes, including merging the service, sales and operation formations of Cellcom Israel and Netvision, organizational changes and streamlining processes, constructing Cellcom tv operations and sales formation, preparing for number portability and the entry of new operators to the market, constructing and operating the Cellcom Israel group operational formation, including the logistic center and end-user repair center, and managed thousands of sale and service representatives and the Company's dealers formation.

Mr. Avi Gabbay, the Company's CEO said: "I thank Amos for his professionalism and immense commitment to the Company over the years and wish him success in his future endeavors."

About Cellcom Israel

Cellcom Israel Ltd., established in 1994, is a leading Israeli communications group, providing a wide range of communications services. Cellcom Israel is the largest Israeli cellular provider, providing its approximately 2.744 million cellular subscribers (as at December 31, 2019) with a broad range of services including cellular telephony, roaming services for tourists in Israel and for its subscribers abroad, text and multimedia messaging, advanced cellular content and data services and other value-added services in the areas of music, video, mobile office etc., based on Cellcom Israel's technologically advanced infrastructure. The Company operates an LTE 4 generation network and an HSPA 3.5 Generation network enabling advanced high speed broadband multimedia services, in addition to GSM/GPRS/EDGE networks. Cellcom Israel offers Israel's broadest and largest customer service infrastructure including telephone customer service centers, retail stores, and service and sale centers, distributed nationwide. Cellcom Israel further provides OTT TV services, internet infrastructure and connectivity services and international calling services, as well as landline telephone services in Israel. Cellcom Israel's shares are traded both on the New York Stock Exchange (CEL) and the Tel Aviv Stock Exchange (CEL). For additional information please visit the Company's website <http://investors.cellcom.co.il>.

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