

**This is an English translation of a Hebrew immediate report that was published on September 29, 2021 (reference no.: 2021-01-081598) (hereafter: the “Hebrew Version”). This English version is only for convenience purposes. This is not an official translation and has no binding force. Whilst reasonable care and skill have been exercised in the preparation hereof, no translation can ever perfectly reflect the Hebrew Version. In the event of any discrepancy between the Hebrew Version and this translation, the Hebrew Version shall prevail.**



September 29, 2021

To	To
Israel Securities Authority	Tel Aviv Stock Exchange
<a href="http://www.isa.gov.il">www.isa.gov.il</a>	<a href="http://www.tase.co.il">www.tase.co.il</a>

**Re: Immediate report**

Further to the description in section 12 of the Company's Periodic report for the first half of 2021 dated August 29, 2021, regarding the development of a new version of the Company's backup power solution (Ref No. 2021-01-072781) (the abovementioned is hereby included by reference), the Company is hereby honored to report that in order to meet the telecom industry's growing demand for resilient renewable power, the Company has launched its latest long-duration backup power solution, the GenCell Backup Operations eXtender (BOX) (the “**BOX**”), leveraging highly efficient, ultra-reliable alkaline fuel cell technology and designed specifically to meet the challenging backup power requirements of telecom and critical communications operations.

The BOX enables immediate injection of 5kW power with long duration run-time and is highly resilient to extreme environmental conditions. In addition, the BOX is compact in size to fit small outdoor installations, it can be serviced by one simple annual maintenance and allows easy plug-and-play installation. The BOX has zero CO<sub>2</sub> emissions, is free of noise or vibrations and has been designed to connect with standard telecom Energy Management System protocols.

In the Company's view, the launch of the BOX, together with the Company's cooperation with telecommunications companies such as Neyðarlínan ohf in Iceland<sup>i</sup> and Deutsche Telekom AG<sup>ii</sup>, contributes significantly to the Company's positioning in its target markets and helps it expand its activities with new clients in these markets in accordance with the Company's goals and strategy.



**Please note that the above information in this Immediate Report, with respect to the forecasts of the possibility that these activities are expected to advance the Company in its commercial activities is forward-looking information within the meaning of the Securities Law, 1968, for which there is no certainty that this will take place at all or might take place in a materially different way from what is stated above. Any forward-looking information contained in this Immediate Report is based on the Company's current expectations and assessments as well as on existing information in its possession. Although the Company believes that the assumptions upon which any forward-looking statements are based are reasonable, any of these assumptions could prove to be inaccurate and the forward-looking statements based on these assumptions could be incorrect.**

Sincerely,

Gencell Ltd.

Signed by:

Yossi Salomon, CFO

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<sup>i</sup> See Company's immediate report from June 20, 2021 (Ref. no. 2021-01-040795) included as reference.

<sup>ii</sup> See Company's immediate report from July 4, 2021 (Ref. no. 2021-01-047335) included as reference.