

NEWS RELEASE

GenCell wins Global Mobile Award for GenCell A5 Off-Grid Fuel Cell Power Solution

- *Recognition for GenCell's unique clean power solution for off-grid telecom base stations*
- *GenCell Leveraged MWC19 to Urge the Telecom Industry to 'Say-No-To-Diesel'*

Petach Tikvah, Israel – March 4, 2019 – Gencell Energy, a leading Israel-based manufacturer of fuel cell energy solutions, has won the Green Mobile Award at the GSMA's prestigious **Global Mobile Awards (GLOMO)** at MWC19 for its unique **GenCell A5 Off-Grid Power Solution**. Designed to provide 100% clean, continuous and cost-effective power for rural mobile base stations, the GenCell solution was recognized for its contribution to lowering the mobile industry's environmental footprint.

Providing a solution that produces zero CO2 emissions, GenCell was also recognized for having overcome the OPEX barrier of green rural telecom power. When compared to diesel generators, the GenCell A5 saves operators on average up to \$250M across 1,000 towers over a 10-year period. Supported by the company's efforts to rally the telecom industry to **#SayNoToDiesel**, the recent award win has also further boosted international awareness for the broader objective of transitioning diesel generator users to green power alternatives.

The GLOMO Award Judges commented: "The A5 stands out for its innovative approach on how to tackle the problem of the power supply for off-grid telecom base stations with fuel cells. A brilliant, reliable, scalable, cost-effective and environmentally friendly investment in green technologies and contribution towards the UN-SDGs."

By creating hydrogen-on-demand from ammonia, the GenCell A5 overcomes the price barrier that to date has prohibited the mainstream use of fuel cells. As a result, the A5 is the first fuel cell designed to provide clean, ultra-reliable and cost-efficient primary power to the estimated 1.2 million off-grid and poor-grid telecom towers around the world. Replacing today's highly polluting diesel generators consuming \$19 billion of diesel fuel and emitting 45 million tons of CO2, the weather-resilient and low-maintenance GenCell A5 uses only one tank of ammonia to keep an off-grid base station operating 24/7, for an entire year.

Rami Reshef, GenCell Energy, CEO, comments: "We're thrilled to have won this award. Over the last eight years, we've made it our mission to provide a credible alternative to diesel and enable the mobile industry to respond to the global environmental challenge. With 5G fast upon us and the predicted doubling of energy costs associated with this generation, responsible energy resourcing has never been more important, and we're excited to see increasing pickup of our A5 off-grid telecom solution across the industry to meet these challenges."

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About GenCell Energy

GenCell Energy fuel cell solutions offer affordable, clean power for humanity, enabling businesses to Say No to Diesel and render diesel generators obsolete. Using ultra-reliable fuel cell technology that powers American and Russian spacecraft, we deliver backup power for utilities, homeland security, healthcare and automated industries. Our revolutionary process to create hydrogen-on-demand from anhydrous ammonia (NH₃) enables our fuel cell solutions to also provide primary power for off-grid and poor-grid telecom, as well as rural electrification. GenCell Energy numbers more than 80 employees, including many veterans of space and submarine projects. The company is headquartered in Israel with a worldwide distribution and support network and retains unique intellectual property that includes patents, trade secrets and know-how.

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