

NEWS RELEASE**GENCELL APPOINTS ALEX SAUCEDO AS DIRECTOR OF SALES TO DRIVE CONTINUED GROWTH IN NORTH AMERICA**

Petach Tikvah, Israel –May 1, 2018 – GenCell, the fuel cell power solution provider and manufacturer, today announced the appointment of Alex Saucedo as Director of Sales for the USA. Saucedo will lead the company's sales activities in the US and support the company's plans to rapidly expand its two-tier distribution network following high demand for its fuel cell backup power solutions.

Saucedo brings more than 20 years of industrial sales experience to GenCell Energy, having worked at several leading manufacturing and technology companies, including Plug Power, the US-based fuel cell solutions company. With a strong track record in driving sales of innovative and disruptive technologies, Saucedo is well-placed to oversee the expansion of GenCell's US sales and service network, as well as the company's network of hydrogen fuel suppliers.

GenCell's fuel cell solutions provide ultra-reliable backup power to factories, utilities and telecom, overcoming the significant weaknesses of the most common legacy alternatives. This includes the high cost of battery rooms and the high-maintenance, heavy pollution and lengthy startup time of diesel generators.

"I am very excited to be joining GenCell Energy. It has excellent technology and a strong customer and customer-service orientation," explains Saucedo. "GenCell's solutions are beneficial to organizations that need an ultra-reliable supply of backup power to maintain business continuity in the event of a power outage."

Saucedo will provide consulting to North American companies to help them better understand their energy consumption and energy load profile and offer a clear breakdown of the financial and operational implications. This will allow companies to get a true understanding of how fuel cell backup solutions can make a positive impact on their business.

"An increasing number of US companies are turning to alternative backup power solutions – such as fuel cells – in a bid to move away from diesel solutions," continues Saucedo. "I believe that the reintroduction of the 30% tax credit for companies investing in renewable energy technologies will further accelerate the adoption of fuel cells in the USA. The tax credit will help companies offset the cost of our fuel cell solution, from the equipment and installation costs, to semi-annual servicing."

Rami Reshef, CEO of GenCell, concludes: "We're delighted to have Alex support our continued growth in the region and accelerate the adoption of our fuel cell solutions. Our US customers will greatly benefit from having a native industry expert who not only brings a deep understanding of the US power market, but also offers a wealth of experience in successfully implementing fuel cell solutions."

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About GenCell Energy

GenCell Energy fuel cell solutions offer affordable, clean power for humanity that renders diesel generators obsolete. Using the ultra-reliable 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 provide primary power for off-grid and poor-grid telecom, as well as rural electrification. GenCell Energy has 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 has unique intellectual property that includes patents, trade-secrets and know-how.

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