

NEWS RELEASE**MWC 2019: GENCELL ENERGY TO SHOWCASE LATEST CLEAN POWER SOLUTIONS FOR TELECOMS, RENDERING DIESEL OBSOLETE**

Significantly reducing off-grid energy costs for telecom operators, the GenCell A5 offers weather-independent primary power at a lower OPEX than diesel generators

Petach Tikvah, Israel – February 12, 2019 – GenCell Energy, a leading Israel-based manufacturer of fuel cell energy solutions, today announces the company will showcase its hydrogen-based clean power solutions for telecoms at MWC 2019 in Barcelona.

GenCell will demonstrate why mobile network operators and tower management companies around the world are selecting GenCell fuel cells for zero-emission, ultra-reliable, weather-independent power to run their poor and off-grid telecom towers – at lower OPEX than diesel generators. Executives from GenCell and its Spanish partner SAI will be on hand to meet telecom operators and tower management companies in Meeting Room 2C74MR.

Rami Reshef, CEO, GenCell comments: “MWC 2019 comes at a perfect time for our business. Last year we launched the world’s first commercially available fuel cell to synthesize hydrogen-on-demand from liquid ammonia, the A5, thus smashing the cost barrier that has prohibited the mainstream use of fuel cells. We had almost immediate market recognition for the technology milestone we reached, receiving multiple orders for A5 units to power off-grid base stations around the world.

“With global demand for green energy fast-growing, we are also seeing considerable interest from telecom providers in our G5 backup power fuel cell solution. This is not only in areas of poor grid coverage where ultra-reliable power is a must, but also from telecoms in Europe and the USA, where businesses are aiming to reduce emissions while ensuring reliability and lower OPEX,” adds Reshef.

In line with the company’s efforts to rally telecoms around the globe to Say No to Diesel, GenCell will participate in a variety of GSMA initiatives that promote environmental sustainability in the telecom sector. This includes the GSMA Beta Labs Roundtable at MWC 2019 entitled, “Innovation and Cost Reduction in the 5G Era”. GenCell has also been selected to appear alongside Huawei and Telefonica in the shortlist of nominees for this year’s prestigious GloMo (Global Mobile Awards) ‘Green Mobile’ Award for its innovative A5 off-grid power solution – the winners of which will be announced at the Awards Ceremony being held at MWC 2019.

John Hoffman, CEO, GSMA Ltd., comments, “The GloMos provide a world stage on which to celebrate the most inspirational and innovative developments across our industry, recognizing the companies and individuals leading the way in everything from 5G to emerging markets and intelligent connectivity. The awards attract a significant level of high-quality entries, so being nominated today is a great achievement.”

Rami Reshef continues, “MWC provides us a great opportunity to meet with mobile network operators and tower management companies to demonstrate the value they can derive from GenCell fuel cell

solutions. While at the show, we will sit down with each company to understand their business model and apply our TCO analysis to calculate the OPEX savings they're likely to achieve with our technology.

"In addition to enabling them to '#SayNoToDiesel' and reduce their dependency on fossil fuels, we know that financial savings are a key objective. At a time when the rollout of 5G forecasts a doubling in energy costs, minimizing operating expenses is essential to these businesses. If you're a mobile network operator or tower management company looking to realize such benefits, come meet us at MWC," concludes Reshef.

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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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