

## **CELLCOM ISRAEL ANNOUNCES 200,000 CELLCOM tv HOUSEHOLDS**

**Netanya, Israel – July 18, 2018** – Cellcom Israel Ltd. (NYSE: CEL) (TASE: CEL) (the "Company") announces approximately 200,000 households have joined its Cellcom tv services.

Nir Sztern, Cellcom Group's CEO, said: "In December 2014 Cellcom tv entered the market with a new OTT TV offering and revolutionized the market. Only three and half years later, we have approximately 200,000 households enjoying our tv service and a very rich content offering for a competitive price, including through triple and quadro play offerings. We thank our customers who chose Cellcom tv and joined Cellcom in generating and leading the revolution in the TV market".

### **About Cellcom Israel**

Cellcom Israel Ltd., established in 1994, is the largest Israeli cellular provider; Cellcom Israel provides its approximately 2.822 million cellular subscribers (as at March 31, 2018) with a broad range of value added services including cellular telephony, roaming services for tourists in Israel and for its subscribers abroad and additional 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. Through its broad customer service network Cellcom Israel offers technical support, account information, direct to the door parcel delivery services, internet and fax services, dedicated centers for hearing impaired, etc. Cellcom Israel further provides OTT TV services, internet infrastructure and connectivity services and international calling services, as well as landline telephone communications services in Israel, in addition to data communications services. 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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