World-Renowned Stem Cell Transplantation Expert joins Cellect's Advisory Board

Dr. Cutler commented: "*Cellect presents an opportunity to truly participate in a medical revolution. I am excited to be a part of it*."

Tel Aviv, Israel – February 23, 2017 – Cellect Biotechnology Ltd. (Nasdaq: APOP, TASE: APOP), a developer of stem cells isolation technology, announced today that Dr. Corey Cutler, Senior Physician at the world-renowned U.S. Dana Farber Cancer Institute, and an Associate Professor of Medicine at Harvard Medical School, is joining the Company's Scientific and Medical Advisory Board. Dr. Cutler is a world leader in the field of Stem Cell Transplantation and Graft Versus Host Disease treatment.

"I am pleased to join such a distinguished group of physicians, researchers and industry executives as a member of Cellect's Scientific and Medical Advisory Board," said Dr. Cutler. "I believe that Cellect's technology has the potential to transform regenerative medicine, and I look forward to working with the Company as it continues to advance its technology platform and product development programs."

"Dr. Cutler is world renowned for his contributions to innovations within the stem cell transplantation industry to drive potential treatments in cancer and many other medical conditions," said Dr. Shai Yarkoni, Cellect's CEO. "We look forward to leveraging his vast expertise as we continue to move forward with the Phase I/II clinical trial of our ApoGraft™ stem cell technology in blood cancer."

Cellect's advisory board now includes global leaders and experts in the fields of medical research and drug development. Dr. Cutler joins:

- Professor John F. DiPersio, Chief of Oncology at the Washington University School of Medicine in St. Louis.
- Professor Robert Negrin, Medical Director of the Clinical Bone Marrow Transplantation Laboratory and the Division Chief of the Blood and Marrow Transplant Program at Stanford University.
- Professor Dov Zipori, Director of the Helen and Martin Kimmel Institute for Stem Cell Research at the WIS
- Professor Francesco Dazzi, a specialist in Regenerative and Haematological Medicine and is KHP Lead for Cellular Therapies at King's College London.
- Dr. Susan Alpert, who has served as the former Director of Medical Device Assessment in the FDA, as well as Senior VP Regulatory at Medtronic Inc. and C. R. BARD Inc.

About Dana Farber Cancer Institute

Dana-Farber Cancer Institute's ultimate goal is the eradication of cancer, AIDS, and related diseases and the fear that they engender.

The mission of Dana-Farber Cancer Institute is to provide expert, compassionate care to children and adults with cancer while advancing the understanding, diagnosis, treatment, cure, and prevention of cancer and related diseases. As an affiliate of Harvard Medical School and a Comprehensive Cancer Center designated by the National Cancer Institute, the Institute also provides training for new generations of physicians and scientists, designs programs that promote public health particularly among high-risk and underserved populations, and disseminates innovative patient therapies and scientific discoveries to our target community across the United States and throughout the world.

About Cellect Biotechnology Ltd.

Cellect Biotechnology is traded on both the NASDAQ and Tel Aviv Stock Exchange (NASDAQ: "APOP", "APOPW", TASE: "APOP"). The Company has developed a breakthrough technology for the isolation of stem cells from any given tissue that aims to improve a variety of stem cells applications.

The Company's technology is expected to provide pharma companies, medical research centers and hospitals with the tools to rapidly isolate stem cells for in quantity and quality that will allow stems cell related treatments and procedures. Cellect's technology is applicable to a wide variety of stem cells related treatments in regenerative medicine and that current clinical trials are aimed at the cancer treatment of bone marrow transplantations.

Forward Looking Statements

This press release contains forward-looking statements about the Company's expectations, beliefs and intentions. Forward-looking statements can be identified by the use of forward-looking words such as "believe", "expect", "intend", "plan", "may", "should", "could", "might", "seek", "target", "will", "project", "forecast", "continue" or "anticipate" or their negatives or variations of these words or other comparable words or by the fact that these statements do not relate strictly to historical matters. For example, forward-looking statements are used in this press release when we discuss Cellect presenting an opportunity to participate in a medical revolution, Cellect's technology having the potential to transform regenerative medicine, that Cellect has developed a breakthrough technology for the isolation of stem cells from any given tissue that aims to improve a variety of stem cells applications and that Cellect's technology is expected to provide pharma companies, medical research centers and hospitals with the tools to rapidly isolate stem cells for in quantity and quality that will allow stems cell related treatments and procedures.. These forward-looking statements and their implications are based on the current expectations of the management of the Company only, and are subject to a number of factors and uncertainties that could cause actual results to differ materially from those described in the forward-looking statements. In addition, historical results or conclusions from scientific research and clinical studies do not guarantee that future results would suggest similar conclusions or that historical results referred to herein would be interpreted similarly in light of additional research or otherwise. The following factors, among others, could cause actual results to differ materially from those described in the forward-looking statements: changes in technology and market requirements; we may encounter delays or obstacles in launching and/or successfully completing our clinical trials; our products may not be approved by regulatory agencies, our technology may not be validated as we progress further and our methods may not be accepted by the scientific community; we may be unable to retain or attract key employees whose knowledge is essential to the development of our products; unforeseen scientific difficulties may develop with our process; our products may wind up being more expensive than we anticipate; results in the laboratory may not translate to equally good results in real clinical settings; results of preclinical studies may not correlate with the results of human clinical trials; our patents may not be sufficient; our products may harm recipients; changes in legislation; inability to timely develop and introduce new technologies, products and applications, which could cause the actual results or performance of the Company to differ materially from those contemplated in such

forward-looking statements. Any forward-looking statement in this press release speaks only as of the date of this press release. The Company undertakes no obligation to publicly update or review any forward-looking statement, whether as a result of new information, future developments or otherwise, except as may be required by any applicable securities laws. More detailed information about the risks and uncertainties affecting the Company is contained under the heading "Risk Factors" in Cellect Biotechnology Ltd.'s final prospectus dated July 29, 2016 filed with the U.S. Securities and Exchange Commission, or SEC, which is available on the SEC's website, www.sec.gov. and in the Company's period filings with the SEC and the Tel-Aviv Stock Exchange.

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