



# CellEra Platinum-Free Membrane Fuel Cells

**Line of Business**  
Fuel Cells

**Established**  
2007

**Leading Executives**  
Mr. Ziv Gottesfeld  
CEO

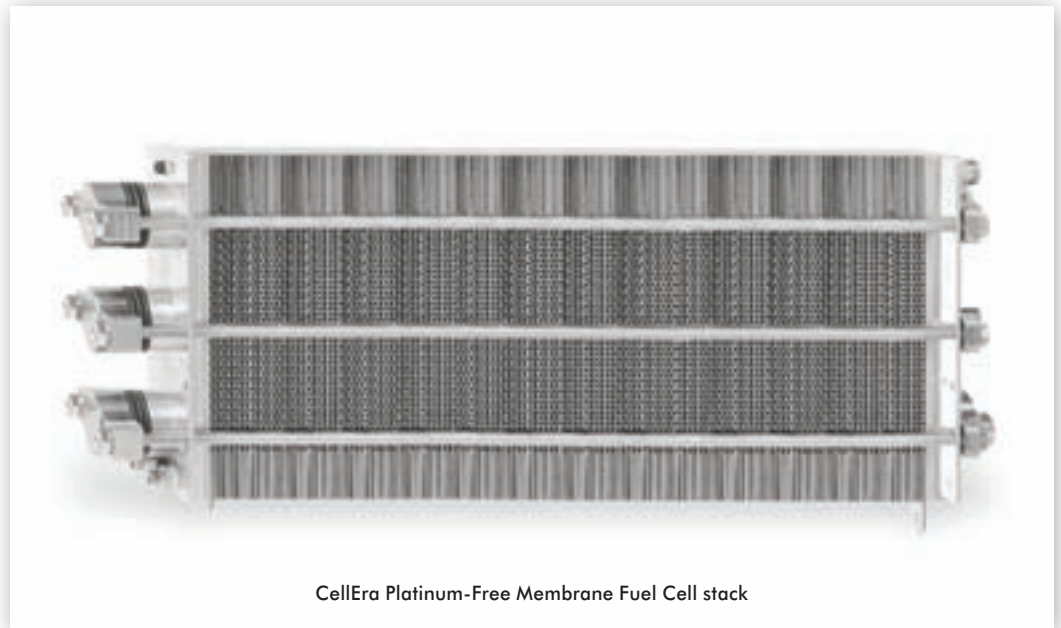
Mr. Dario Dekel  
VP R&D

Mr. Shimshon Gottesfeld  
CTO

**C**ellEra is developing a disruptive Platinum-Free Membrane Fuel Cell (PFM-FC) for automotive propulsion as well as stationary applications. The company's PFM-FC maintains the advantages of the leading form of low-temperature Polymer Electrolyte Membrane Fuel Cells (PEM-FC), while alleviating major cost components, including but not limited to the use of Platinum in the electrodes. Since CellEra's inception in 2007, the company has worked through major technology barriers, secured a broad base of intellectual property, and scaled its technology up to working kW-scale prototype system. CellEra

ionomeric materials, can serve to facilitate the widespread adaptation of fuel cells for long range electric mobility.

CellEra is currently seeking to establish ties with leading automotive OEM's interested to work with the company on the development and implementation of PFM-FC's for automotive propulsion. For additional information please visit our web site, [www.cellera.biz](http://www.cellera.biz)



CellEra Platinum-Free Membrane Fuel Cell stack

is currently introducing its disruptive fuel cell technology in stationary power applications, while at the same time it is directing its next-phase development efforts towards automotive propulsion.

Fuel Cells are generally seen as one of the most promising routes for the realization of sustainable long range mobility. At the same time, the high cost, and high cost volatility, of today's PEM-FC, is recognized as one of the key remaining barriers to mass market introduction of fuel cell powered vehicles. CellEra believes that the elimination of Platinum from fuel cell electrodes, together with additional cost benefits offered by its technology including lower-cost hardware and lower-cost



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