STORING YOUR BABY’S STEM CELLS

Cell Care – Australia’s largest and most experienced cord blood and tissue bank

COMPREHENSIVE INFORMATION PACK

.cellcare.com.au

1800 071 075

CELL CARE PRODUCT COMMITMENT

$40,000
Overview: STORING YOUR BABY’S STEM CELLS

Cord blood & cord tissue are rich in powerful stem cells that can only be collected at birth for potential future use.

Stem cells can be used now for medical treatments, and there is an expanding range of new therapies being researched that anticipate using cord blood and tissue in the future, eg. type 1 diabetes, cerebral palsy and autism.

Your baby’s stem cells are a perfect match for your child and are likely to be a match for siblings.

Store with Cell Care, Australia’s largest and most experienced cord blood and tissue bank. Today, parents of more than 25,000 babies have stored with us.
Your baby’s stem cells are powerful, unique cells that are the building blocks of the body. They can only be collected at birth.

**Cord blood**

is the blood in a baby’s umbilical cord and placenta.

**Cord tissue**

is a segment of the umbilical cord.

**Why are stem cells powerful?**

**Stem cells are powerful**

because they have the ability to create and regenerate the organs, blood, tissue and immune system that make up our bodies. They have the function of growth and healing throughout life.

Stem cells can be found in places like bone marrow and fat tissue, but the younger, more flexible stem cells in the body come from a newborn’s umbilical cord blood and tissue.

Your baby’s cord blood and tissue contain a diverse mixture of powerful stem cells.
As an important source of such potent stem cells, umbilical cord blood and tissue can be stored for potential future use.

**Why store cord blood and tissue stem cells?**
Umbilical cord blood stem cell transfusions are currently being used in place of bone marrow transplants\(^1\) for many life threatening conditions such as blood cancers (e.g. leukaemia), immune system and metabolic disorders. In addition to their relative potency, cord blood stem cells are less likely to cause problems in transplant because of their youth and flexibility.

The properties of cord blood stem cells mean they more easily integrate into a patient’s body. **Cord tissue has different types of cells to cord blood.** Cord tissue stem cells can regenerate tendon, cartilage, muscle and bone\(^2\).

**Cord blood and tissue is collected at birth**
There is only one opportunity to collect and store your baby’s cord blood and tissue stem cells – at birth. The collection process is quick and painless for both mother and baby and is performed by a trained Cell Care collector, obstetrician or midwife.

**There is only one opportunity to collect your baby’s cord blood and tissue – at birth.**
Your baby’s stem cells can be used now and may be used in the future as research evolves and exciting new therapies emerge.

Worldwide, cord blood has been used in over 35,000* transplants for over 80 life threatening conditions.³

**Clinical trials** are underway for conditions including:

<table>
<thead>
<tr>
<th>Condition</th>
<th>Occurrence in children</th>
</tr>
</thead>
<tbody>
<tr>
<td>Autism</td>
<td>1 in 160⁴</td>
</tr>
<tr>
<td>Cerebral palsy</td>
<td>1 in 500⁵</td>
</tr>
<tr>
<td>Type 1 diabetes</td>
<td>1 in 250⁶</td>
</tr>
<tr>
<td>Paediatric stroke</td>
<td>1 in 1000⁷</td>
</tr>
<tr>
<td>Traumatic brain injury</td>
<td>1 in 1077 (ages 0-14)⁸</td>
</tr>
</tbody>
</table>

While regenerative medicine has exciting potential, its prospects remain dependent on the success of ongoing research around the world.

Emerging cord blood technologies may also enable the number of cells available from cord blood collections to be expanded.

The important benefits of cell expansion would be:

- extending the timeframe over which cord blood stem cells may be used, as treatments for adults require more stem cells than for a child
- increasing the potential number of therapies from one collection
- providing a store of stem cells for cancer treatments throughout a child’s life

Today, the chance of a child requiring stem cell therapy is 1 in 3,000⁹. By the time an adult reaches old-age this probability increases to 1 in 200⁹.

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### Cumulative number of cord blood and tissue clinical trials

<table>
<thead>
<tr>
<th>Year</th>
<th>CB Trials</th>
<th>CT Trials</th>
</tr>
</thead>
<tbody>
<tr>
<td>2008</td>
<td>80</td>
<td>78</td>
</tr>
<tr>
<td>2009</td>
<td>123</td>
<td>114</td>
</tr>
<tr>
<td>2010</td>
<td>161</td>
<td>143</td>
</tr>
<tr>
<td>2011</td>
<td>193</td>
<td>167</td>
</tr>
<tr>
<td>2012</td>
<td>235</td>
<td>191</td>
</tr>
</tbody>
</table>

+194%

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### TYPE 1 DIABETES CORD BLOOD CLINICAL TRIAL

Australian type 1 diabetes clinical trial researchers at The Children’s Hospital Westmead, are partnering with Cell Care, to investigate the potential of cord blood to prevent or delay the onset of type 1 diabetes in high-risk children.


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### CEREBRAL PALSY CORD BLOOD CLINICAL TRIAL

Australia’s first clinical trial of sibling cord blood infusion as a possible treatment for cerebral palsy has commenced in Melbourne. The trial, led by the Murdoch Childrens Research Institute, will recruit patients nationally and take place at The Royal Children’s Hospital. Expected to take two years, the study is being funded by the Cerebral Palsy Alliance Research Foundation and Cell Care.

WHAT IS FAMILY BANKING?

Your baby’s cord blood stem cells are a perfect match for your child. In addition, family banking with Cell Care means cord blood may be used by siblings.

In the event that a stem cell transplant is required, problems of rejection will be eliminated by using a child’s own cells.

Cord blood also has greater potential to be a match for siblings compared to unrelated donors. Sibling cord blood has been associated with better clinical outcomes and fewer possible complications that may be associated with a third party donor*.

Importantly, a number of the new cord blood cell therapies being researched anticipate requiring cells directly from the patient being treated (i.e. autologous therapies).

Over 60% of Australian parents electing to store cord blood and tissue are doing so with private cord blood banks where stem cells are stored for the exclusive use of their child or compatible siblings.

Cell Care is fully licensed by the Therapeutic Goods Administration to provide family banking services.

*Compared to unrelated donors in the hematopoietic transplant setting Bizetto et al, haematologica | 2011; 96(1).
Your baby’s stem cells are a perfect match...better clinical outcomes for sibling matches*
Cord tissue banking is the process of storing a small segment of the baby’s umbilical cord. The umbilical cord is a rich source of stem cells and other cells not found in cord blood.

**What is cord tissue?**
Cord tissue contains blood vessels supported by tissue called Wharton’s jelly, a rich source of mesenchymal stem cells (MSCs). The surrounding tissue is also a rich source of other cell types, e.g. endothelial cells, which have different potential uses.

**Why store cord tissue?**
Umbilical cord MSC’s are more primitive, proliferative and immune-suppressive than their adult counterparts. Research suggests that cord tissue stem cells have the unique ability to regenerate and differentiate themselves.

This important characteristic means that they could potentially be used to treat more conditions than cord blood alone can treat. More than 70 trials around the world are researching the potential of cord tissue cells in areas such as spinal cord injury and stroke.

Research involving mesenchymal stem cells from umbilical cord tissue

<table>
<thead>
<tr>
<th>Clinical Trials</th>
<th>Pre-Clinical Research</th>
</tr>
</thead>
<tbody>
<tr>
<td>Rheumatoid arthritis(^{12,13})</td>
<td>Parkinson’s disease(^{22})</td>
</tr>
<tr>
<td>Multiple sclerosis(^{14})</td>
<td>Rheumatoid arthritis(^{23})</td>
</tr>
<tr>
<td>Osteoarthritis of knee(^{15})</td>
<td>Stroke(^{24})</td>
</tr>
<tr>
<td>Liver transplantation(^{16})</td>
<td>Type 1 diabetes(^{25})</td>
</tr>
<tr>
<td>Asthma(^{17})</td>
<td>Liver fibrosis(^{26})</td>
</tr>
<tr>
<td>Burns(^{18})</td>
<td>Lung cancer(^{27})</td>
</tr>
<tr>
<td>Lupus(^{19,20})</td>
<td>Cartilage(^{28})</td>
</tr>
<tr>
<td>Cerebral palsy(^{21})</td>
<td></td>
</tr>
</tbody>
</table>

Cord tissue is not currently approved for therapies in Australia
Cord tissue storage in Australia

Cord tissue banking is now commonplace with over 60%\(^29\) of Cell Care customers electing to store both cord blood and cord tissue. In some parts of the world, this proportion is as high as 68%\(^30\). This is steadily growing as awareness of the future potential of MSCs and other cord tissue cells expands.

\[\text{% of parents storing cord blood and cord tissue with Cell Care}^29\]

\[\text{Over 60\%}^29\text{ of parents store cord tissue}\]
Friday 7pm.

Newcastle, NSW
Expectant Mum goes into labour. Birth partner calls Cell Care where staff provide monitoring support.

Cell Care collector arrives at the hospital and maternal blood samples are collected.

11pm.

Baby is born, the collection is performed and the courier called to transport the cells to Cell Care’s laboratory and storage facility.

Saturday 10am.

Cell Care’s courier collects the cord blood and tissue and stores them in a temperature controlled unit and transports them to Newcastle airport.
During transit from Newcastle to Melbourne, Cell Care’s validated temperature controlled shipper ensures every sample is monitored 24/7.

Sunday 9am.
Baby’s cord blood and tissue arrives at Cell Care. Confirmation text sent to Mum. Scientists process and store cord blood and tissue every day of the year.

2pm.
Cord blood and tissue is processed and the baby’s stem cells are safely and securely stored for the future.

3 days later...
Communication with Mum to arrange delivery of personalised certificate and results.
What is the Cell Care Collector Network?
As Australia’s largest and most experienced cord blood and tissue bank, Cell Care manages the largest national network of over 100 specially-trained cord blood and tissue collectors.

Benefits of utilising a Cell Care Collector
• On average deliver 17% higher cord blood volumes than non-Cell Care Collectors
• Collect at any birth – such as twins, home, water, vaginal, caesarean and emergency births
• Enables your obstetrician/midwife to focus on you and your baby at the time of birth
17%\textsuperscript{31} more cord blood per collection
WHY STORE WITH CELL CARE?

Cell Care is Australia’s largest and most experienced cord blood and tissue bank and is the leader in research, education, customer service and innovation.

Experience
• Cell Care collects from nearly all maternity hospitals around Australia
• We process and store the greatest number of cord blood and tissue samples each year
• We have the largest private storage facility in Australia
• Strongest scientific know-how through clinical trial participation

Education
• Cell Care has the largest field team educating health care professionals in hospitals all around Australia
• We provide education on evolving research in cellular therapies
• Every year Cell Care presents to thousands of expectant parents in antenatal classes across all states

Research
• Cell Care is the only Australian cord blood and tissue bank participating in clinical trials
• Together with Cerebral Palsy Alliance, we are supporting a clinical trial investigating the impact of cord blood in children with cerebral palsy being undertaken at the Murdoch Children’s Research Institute
• Cell Care is partnering with The Children’s Hospital at Westmead to investigate the effect of cord blood in children who are at risk of developing type 1 diabetes
• We support infant brain damage research at the Ritchie Centre – Monash University
Customer Service
• Our highly experienced Client Services Team guide parents through every stage of the collection and storage process
• Only Cell Care offer you a refund if your cord blood or tissue is not collected or stored
• There are no charges incurred to release your cord blood or tissue for regulator-approved uses
• Cell Care will deliver your baby’s stem cells to any hospital in the world free of charge

Innovation
• We are the only Australian company to offer a $40,000 Product Commitment* on cord blood and tissue storage
• Cell Care was the first to offer Australian families the option of storing cord tissue which will potentially expand future therapy options

PRENATAL TESTING
Our partnership with Generation allows parents to begin their healthcare journey with simple, non-invasive prenatal testing (NIPT).

generationNIPT.com.au

*For more information refer to page 16 or visit cellcare.com.au/pricing/commitment
Cell Care offers a $40,000 Product Commitment on cord blood and tissue storage.

Cell Care aims to provide the highest level of service and innovation in the cord blood banking industry in Australia.

The Cell Care Product Commitment is the latest innovation we are offering expectant parents. Subject to terms and conditions*, if your baby’s umbilical cord blood or tissue is released for an approved therapeutic use and post thaw falls outside of our viability parameters, Cell Care will:

- refund all Cell Care fees you have incurred, and
- pay you $40,000

to ensure you and your family have funds available for alternative therapeutic avenues.

While there can be no guarantees in health care, Cell Care is the only Australian cord blood bank standing behind the services we offer with such a comprehensive commitment to quality.

For more information and terms and conditions visit cellcare.com.au/pricing/commitment

The Cell Care Product Commitment is effective for all clients who store their cord blood and/or tissue from September 7th, 2015 (regardless of enrolment date).

* See Cell Care’s Product Commitment terms and conditions at cellcare.com.au/pricing/commitment
### CORD BLOOD payment plans
$150 deposit at enrolment, plus:

<table>
<thead>
<tr>
<th>PREPAID STORAGE PLANS</th>
<th>18 YEARS</th>
<th>25 YEARS</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>24 monthly payments of</td>
<td>24 monthly payments of</td>
</tr>
<tr>
<td></td>
<td>12 monthly payments of</td>
<td>12 monthly payments of</td>
</tr>
<tr>
<td>$148</td>
<td>$165</td>
<td>$281</td>
</tr>
</tbody>
</table>

**NO STORAGE FEE PER ANNUM**

- Total cost: $3,695 over 24 months
- Total cost: $3,520 over 12 months

**AT BIRTH PLAN $3,295** (Includes deposit)

<table>
<thead>
<tr>
<th>ANNUAL STORAGE PLANS</th>
<th>12 monthly payments of</th>
</tr>
</thead>
<tbody>
<tr>
<td>$153</td>
<td></td>
</tr>
</tbody>
</table>

**PLUS STORAGE FEE PER ANNUM OF $195**

- Total initial cost: $1,975 over 12 months
- Total initial cost: $1,750 over 12 months

**ONE PAYMENT $1,750** (Includes deposit + $195 per annum)

### CORD BLOOD + TISSUE payment plans
$250 deposit at enrolment, plus:

<table>
<thead>
<tr>
<th>PREPAID STORAGE PLANS</th>
<th>18 YEARS</th>
<th>25 YEARS</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>24 monthly payments of</td>
<td>24 monthly payments of</td>
</tr>
<tr>
<td></td>
<td>12 monthly payments of</td>
<td>12 monthly payments of</td>
</tr>
<tr>
<td>$227</td>
<td>$252</td>
<td>$440</td>
</tr>
</tbody>
</table>

**NO STORAGE FEE PER ANNUM**

- Total cost: $5,695 over 24 months
- Total cost: $5,520 over 12 months

**AT BIRTH PLAN $5,295** (Includes deposit)

<table>
<thead>
<tr>
<th>ANNUAL STORAGE PLANS</th>
<th>12 monthly payments of</th>
</tr>
</thead>
<tbody>
<tr>
<td>$211</td>
<td></td>
</tr>
</tbody>
</table>

**PLUS STORAGE FEE PER ANNUM OF $350**

- Total initial cost: $2,775 over 12 months
- Total initial cost: $2,550 over 12 months

**ONE PAYMENT $2,550** (Includes deposit + $350 per annum)

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* **PREPAID STORAGE PLANS:** The balance, after deposit, at birth plans is payable 2 weeks following birth. Monthly payment plans commence 2 weeks following birth. Annual storage fees begin 3 months after birth, and are payable as long as you want, without commitment and are adjusted annually in line with CPI. Prices are exclusive of any discounts or additional collectors fees. Further details on plans are available on our website [www.cellcare.com.au/pricing/pricing](http://www.cellcare.com.au/pricing/pricing) or speak to our Client Services Team on 1800 071 075. Cell Care collector charges: $275 for cord blood and $350 for cord blood and tissue collection.

**ANNUAL STORAGE PLANS:**

- AT BIRTH PLAN $5,295
- AT BIRTH PLAN $5,895
- ONE PAYMENT $2,550

Store your baby’s cord blood cells from $148/month

24 monthly payments, 18 years of cord blood storage on a pre-paid plan.
HOW TO ENROL WITH CELL CARE

- Simple
- Secure
- Online

Cell Care’s online enrolment is a simple 4-step process that takes approximately 15 minutes to complete:

1. Choose Cord Blood or Cord Blood + Tissue
2. Choose your payment plan
3. Complete payment
4. Complete medical questionnaire

YOU WILL LIKE BEING INFORMED

Cell Care Australia is the largest cord blood and tissue community on Facebook in Australia.

Visit facebook.com/cellcareaustralia
REFER A FRIEND

You and your friend can earn up to $200 for every Cell Care referral.

Have you been referred by a friend or family member who has stored with Cell Care? If you enrol with us we will reward you and your friend with a storage voucher of $100 for cord blood and $200 for cord blood plus tissue.

Once you have enrolled with Cell Care, you may then refer new expectant parents. There is no limit on the number of friends that may be referred, so the more friends who enrol, the more vouchers you and your friends can earn.

* Terms and conditions apply, for more information go to cellcare.com.au/banking-with-cell-care/refer-a-friend

Referred by a friend? Receive a voucher up to $200*
Cell Care is partnering with The Children’s Hospital at Westmead, NSW, in a world first clinical trial. The CoRD (Cord Reinfusion in Diabetes) study is investigating the potential of cord blood to prevent or delay the onset of type 1 diabetes in high risk children.

In 2015, a West Australian girl was the first child to undergo this investigative treatment. Four year old Isla was reinfused with her own cord blood that was stored with Cell Care in 2011.

If you have a family history of type 1 diabetes and are expecting a child or you would like more information on the trial go to diabetes.cellcare.com.au
Australia’s first clinical trial of stem cell infusion from sibling cord blood as a possible treatment for cerebral palsy (CP) has commenced. The safety trial, led by the Murdoch Childrens Research Institute (MCRI), will recruit patients nationally and take place at The Royal Children’s Hospital in Melbourne. Expected to take two years, the study is being funded by Cerebral Palsy Alliance Research Foundation and Cell Care, Australia’s largest private cord blood bank. It is the first step in a promising process that eventually aims to find out whether sibling cord blood is both safe and efficacious for children with the condition. To find out more visit cp.cellcare.com.au
PARENT STORIES

Find out what parents are saying about Cell Care.

Chris and Rebecca Judd

“We stored cord blood with our first child Oscar. Now that storing umbilical cord tissue is available in Australia, it made a lot of sense to store both the cord tissue and blood with our new daughter, Billie. Having a perfect stem cell match stored for Billie and cells which may also be a potential match for our family was very important to us. Of course, you obviously hope to never be in a position to have to use it, but ensuring we stored this important cord tissue and cord blood – when you have only one opportunity at birth – made sense.”

Jamie Triantis

“When I made the decision to store my daughter Layla’s cord blood, it was really important for me to know that the cord blood is a perfect match for her. Importantly, compared to an unknown donor, there is also a much higher possibility that the cord blood stem cells will also be a match for her brother Perry.

I see my decision as an insurance policy for at least the next 25 years for Layla and Perry.

Being such an important decision, it is important to use a company that is known for their excellent service and processes. I have recommended Cell Care to all my friends and family.”

You never know what the future holds and with such rapid advances in stem cell research each year, we view it as an important future health insurance step.

REBECCA JUDD

JAMIE TRIANTIS
Begin your pregnancy health care journey with Generation non-invasive prenatal testing, then store your baby’s cord blood and tissue stem cells.

Cell Care is partnering with Generation to make non-invasive prenatal testing (NIPT) accessible to more Australians.

**Why request a Generation screen?**

*Generation* screens for:
- Trisomy 21 – Down syndrome
- Trisomy 18 – Edward’s syndrome
- Trisomy 13 – Patau syndrome
- Sex chromosome abnormalities
- Gender identification
- Additional genetic screening available

**HOW IT WORKS**

- Order
  - *Generation* $395, or
  - *Generation Plus* $495
- Receive results
- Receive Cell Care Generation rebate voucher
- Order cord blood and tissue storage with Cell Care
- Redeem Generation rebate voucher of up to $250*

For more information and pricing, call 1800 822 999 or visit generationNIPT.com.au

*Upon enrolment with Cell Care, clients who have purchased Generation or Generation Plus will be eligible for a rebate of $200 off the price of cord blood or $250 off the price of cord blood and tissue. For full terms and conditions visit www.generationNIPT.com.au. This offer may be used in conjunction with other Cell Care offers.
4. www.autismaus.com.au
5. www.cerebralpalsy.org.au
7. www.health.qld.gov.au
8. www.bia.net.au
15. Safety and Feasibility Study of Mesenchymal Trophic Factor (MTF) for Treatment of Osteoarthritis http://ClinicalTrials.gov/show/NCT02003131
16. Human Mesenchymal Stem Cells Induce Liver Transplant Tolerance http://ClinicalTrials.gov/show/NCT01890247
17. Safety and Feasibility of Intranasal Mesenchymal Trophic Factor (MTF) For Treatment of Asthma http://ClinicalTrials.gov/show/NCT02192736
18. Allogenic Stem Cell Therapy in Patients With Acute Burn http://ClinicalTrials.gov/show/NCT01443689
21. Efficacy of Stem Cell Transplantation Compared to Rehabilitation Treatment of Patients With Cerebral Paralysis http://ClinicalTrials.gov/show/NCT01929434
29. Cell Care data on file. Rolling 6 months, Cord Tissue % of total storage. Sep 13 - Mar 16