



Cell Care

Storing stem cells for the future

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



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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 more 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 30,000 babies have stored with us.

CORD BANKING BASICS

Your baby's stem cells are powerful, unique cells that are the building blocks of the body. They can only be collected at birth.

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.

Cord tissue is a segment of the umbilical cord.

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

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 for many life threatening conditions such as blood cancers (e.g. leukaemia), immune system and metabolic disorders¹. 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 bone².

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.

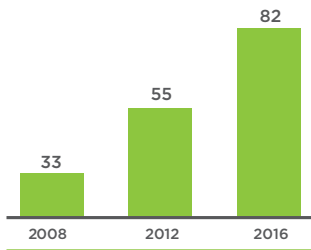
There is only one opportunity to collect your baby's cord blood and tissue – at birth.

STEM CELL TREATMENTS

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 40,000³ transplants for over 80 life threatening conditions⁴.

Number of conditions currently treatable with a Cord Blood Stem Cell transplant⁴



Scientific research is evaluating how cord blood cells may provide new therapies for a broad number of diseases for which there is no effective treatment today.

Clinical trials are underway for conditions including:

Condition	Occurrence in children
Autism	1 in 160 ⁵
Cerebral palsy	1 in 500 ⁶
Type 1 diabetes	1 in 720 ⁷
Paediatric stroke	1 in 500 ⁸
Traumatic brain injury	1 in 200 (ages 0-14) ⁹

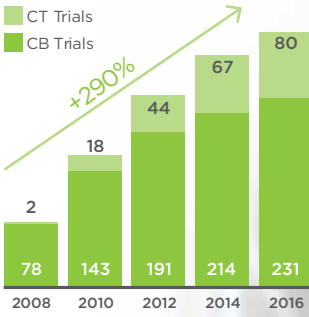
While regenerative medicine has exciting potential, its prospects remain dependent on the success of ongoing research around the world.

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

Cumulative number of cord blood and tissue clinical trials¹⁰



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.

[www.cellcare.com.au/
type-1-diabetes](http://www.cellcare.com.au/type-1-diabetes)

the
children's
hospital at Westmead



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.

www.cellcare.com.au/cerebral-palsy

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 donor¹¹.

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%¹⁵ 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.

CELL CARE'S SIBLING COLLECTION PROGRAM

Cell Care's Sibling Collection Program aims to ensure as many families as possible have access to potential local or international cord blood trials or treatments.

For more information call

 1800 071 075



Your baby's
stem cells
are a perfect
match

...better
clinical
outcomes
for sibling
matches¹¹

WHY STORE CORD TISSUE?

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.²

Research suggests that cord tissue stem cells have the unique ability to regenerate and differentiate themselves.

This important characteristic means that they could be used to treat more conditions than cord blood alone can treat.²

More than 70 trials¹⁰ around the world are researching the potential of cord tissue cells in areas such as spinal cord injury and stroke.

Clinical trials and published therapeutic applications involving mesenchymal stem cells from umbilical cord tissue¹²

Conditions include:

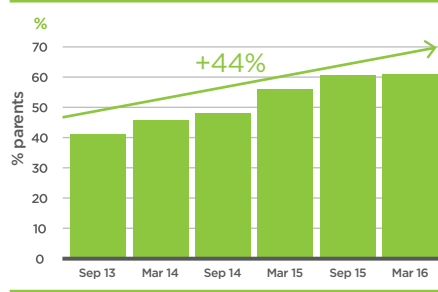
Autism	Stroke
Cerebral Palsy	Osteoarthritis of the Knee
Rheumatoid Arthritis	Liver injury and Transplant
Multiple Sclerosis	Cartilage Injury
Type 1 Diabetes	Parkinson's Disease
Asthma	Spinal Cord Injury
Burn Wounds	Nerve Injury
Muscular Dystrophy	
Systemic Lupus	
Erythematosis	

Cord tissue is not currently approved for therapies in Australia

Cord tissue storage in Australia

Cord tissue banking is now commonplace with over 60%¹³ 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%¹⁴. This is steadily growing as awareness of the future potential of MSCs and other cord tissue cells expands.

% of parents storing cord blood and cord tissue with Cell Care¹³



Over
60%¹³
of parents
store cord
tissue



COLLECTION AND STORAGE PROCESS

Caring for your cells every step of the way.

NEWCASTLE >>>



Friday 7pm.

Newcastle, NSW
Expectant Mum goes into labour and takes kit to hospital. 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 arranged 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.

CELL CARE COLLECTOR NETWORK

Healthcare professionals specialising in cord blood and tissue collection.

What is the Cell Care Collector Network?

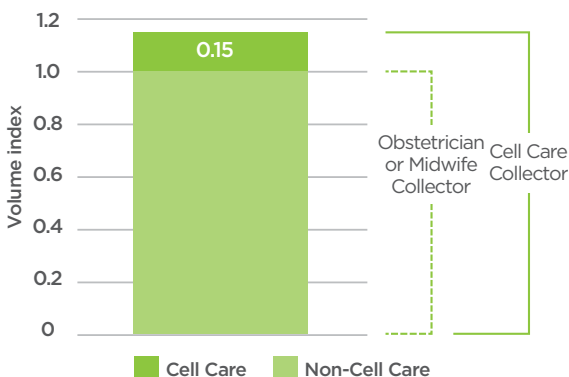
As Australia's largest and most experienced cord blood and tissue bank, Cell Care manages the largest national network of approximately 100 specially-trained cord blood and tissue collectors.

Our collectors are experienced healthcare professionals with accredited blood collection skills. **Cell Care Collectors complete more than 2,400 collections per annum** and regularly undergo extensive training with Cell Care. Customers are increasingly electing to use Cell Care Collectors due to their expertise in the process.

Benefits of utilising a Cell Care Collector

- On average deliver **15% 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

Average cord blood volume¹⁵





15%¹⁵
more
cord blood
per collection



WHY STORE WITH CELL CARE?

Cell Care is one of the top 10 cord blood banks in the world.



Experience & Expertise

- Cell Care collects from nearly all maternity hospitals in Australia
- We have Australia's largest private cord blood and tissue storage facility
- Cell Care's Medical Director and Scientific Director are both experienced clinical haematologists
- We have strong scientific know-how through our clinical trial participation



Access to Education

- Every year Cell Care presents in antenatal classes to thousands of expectant parents in all Australian states
- We provide educational resources on evolving research in cellular therapies
- Cell Care's expert field team educate health care professionals across Australia
- Existing Cell Care clients and expectant parents have access to our health care professional resources



Supporting Research

- Cell Care actively participates in clinical trials such as:
- Australia's first clinical trial of stem cell infusion from cord blood as a possible treatment for cerebral palsy (with Cerebral Palsy Alliance and Murdoch Childrens Research Institute)
 - A world-first study investigating the potential of cord blood to prevent or delay the onset of type 1 diabetes in children (with The Children's Hospital at Westmead)
 - Research to investigate the underlying causes of newborn brain injury (at the Richie Centre, Monash University)



Customer Service

- Our experienced Client Services team guide parents through every stage of the collection and storage process
- Cell Care offer you a refund if your cord blood or tissue is not collected or stored
- There are no charges to release your cord blood for regulator-approved uses
- Cell Care will deliver your baby's stem cells for treatment to any hospital in the world free of charge



Innovation

- Cell Care was the first cord blood and tissue bank to offer Australian families the option of storing cord tissue, potentially expanding future therapy options
- Our active support of clinical trials is evidence of our commitment to the ongoing development of stem cell therapy science and research

Today, parents of more than **30,000** babies have stored with Cell Care

PRENATAL TESTING

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

generationNIPT.com.au



CELL CARE'S PRICING PLANS

CORD BLOOD payment plans*

\$150 deposit at enrolment, plus:

PREPAID STORAGE PLANS			
18 YEARS		25 YEARS	
24 monthly payments of	12 monthly payments of	24 monthly payments of	12 monthly payments of
\$155	\$294	\$171	\$328
NO STORAGE FEE PER ANNUM		NO STORAGE FEE PER ANNUM	
Total cost \$3,850 over 24 months	Total cost \$3,675 over 12 months	Total cost \$4,250 over 24 months	Total cost \$4,075 over 12 months
OR		OR	
AT BIRTH PLAN \$3,450 (Includes deposit)		AT BIRTH PLAN \$3,850 (Includes deposit)	

ANNUAL STORAGE PLANS
12 monthly payments of
\$161
PLUS STORAGE FEE PER ANNUM OF \$200
Total initial cost \$2,075 over 12 months
OR
ONE PAYMENT \$1,850 (Includes deposit) + \$200 per annum

CORD BLOOD + TISSUE payment plans*

\$250 deposit at enrolment, plus:

PREPAID STORAGE PLANS			
18 YEARS		25 YEARS	
24 monthly payments of	12 monthly payments of	24 monthly payments of	12 monthly payments of
\$234	\$453	\$255	\$494
NO STORAGE FEE PER ANNUM		NO STORAGE FEE PER ANNUM	
Total cost \$5,850 over 24 months	Total cost \$5,675 over 12 months	Total cost \$6,350 over 24 months	Total cost \$6,175 over 12 months
OR		OR	
AT BIRTH PLAN \$5,450 (Includes deposit)		AT BIRTH PLAN \$5,950 (Includes deposit)	

ANNUAL STORAGE PLANS
12 monthly payments of
\$225
PLUS STORAGE FEE PER ANNUM OF \$360
Total initial cost \$2,950 over 12 months
OR
ONE PAYMENT \$2,725 (Includes deposit) + \$360 per annum

* **PREPAID STORAGE PLANS:** The balance, after deposit, of at birth plans is payable 2 weeks following birth. Monthly payment plans commence 2 weeks following birth. **ANNUAL STORAGE PLANS:** The balance of the initial payment is due 2 weeks following birth. Monthly payment plans commence 2 weeks following birth. Annual storage fees begin 3 months after birth, and are payable for 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 or speak to our Client Services Team on 1800 071 075. Cell Care collector charges: \$300 for cord blood and \$375 for cord blood and tissue collection.



**Store your
baby's cord
blood cells
from
\$155/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

ENROL
ONLINE
NOW AT
cellcare.com.au/enrol



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*



AUSTRALIAN CLINICAL TRIALS TYPE 1 DIABETES CORD BLOOD TRIAL

World first type 1 diabetes cord blood trial.

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. Since that time, five additional children have received transfusions.



RACHEL WITH DAUGHTER ISLA, 4
SOURCE: Edwina Pickles, Sydney Morning Herald
DATE: 28 May 2015

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 www.cellcare.com.au/type-1-diabetes

the
children's
hospital at Westmead

AUSTRALIAN CLINICAL TRIALS CEREBRAL PALSY SIBLING CORD BLOOD TRIAL

Cord blood research may unlock future treatments for cerebral palsy.

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), is recruiting patients nationally and is taking 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 www.cellcare.com.au/cerebral-palsy



PARENT STORIES

Find out what parents are saying about Cell Care

Chris and Rebecca Judd

store their child's cord blood and tissue stem cells with Cell Care

"We only chose cord blood storage 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.

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."

"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."



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

Jamie Triantis

shares why she stored her baby's cord blood with Cell Care

"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. I chose Cell Care as the company to collect and store Layla's cord blood and tissue because they were the largest and most experienced.

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."



Lucy and Kane Cornes:

Why didn't someone tell us about storing our baby's stem cells?

"As a mother of a child with complex health issues I've felt helpless at times. I want to take every feeling of pain, uncertainty and disadvantage his condition causes away from him. In short, I guess I just want to do the best by him and his brothers.

I would have liked to have known about the option of storing cord blood and tissue. As parents all we want is the information to help us make educated decisions that are in the best interests of our children.

So much is left to chance when it comes to raising kids, but if thanks to science we can put what one day may be considered a "miracle" in the bank I want to know about that option."

YOU WILL Like BEING INFORMED

- Science updates
- Case studies
- Exclusive offers

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

Keep up to date with all the latest stem cell news and research, personal case studies, company updates and exclusive offers by joining the Cell Care community on Facebook.

 Stay informed by liking
Cell Care Australia on Facebook

[facebook.com/cellcareaustralia](https://www.facebook.com/cellcareaustralia)



PRENATAL TESTING

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

Save up to
\$250*
when you order
Generation NIPT
and cord blood &
tissue storage

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
- Fetal sex
- Additional genetic screening available

HOW IT WORKS



10+ WEEKS

- > Order
 - *Generation* \$395, or
 - *Generation Plus* \$695
- > Receive results
- > Receive Cell Care *Generation* rebate voucher



BY 36 WEEKS

- > 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


GenerationTM
a new era in prenatal testing


*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.

CONTACT CELL CARE

 cellcare.com.au

 info@cellcare.com.au

 Call us on: **1800 071 075**

 SMS name to: **0419 561 662**

 facebook.com/cellcareaustralia

 twitter.com/cellcareaus



1. Umbilical cord blood banking: an update. Merlin G. Butler and Jay E. Menitove. J Assist Reprod Genet (2011) 28:669-676
2. Omar et al, Umbilical Cord Mesenchymal Stem Cells: The New Gold Standard for Mesenchymal Stem Cell-Based Therapies? Tissue Eng Part B Rev. April 2014 3. Update on umbilical cord blood transplantation, Ballen K, (2017) www.ncbi.nlm.nih.gov/pubmed/28928957 4. Bioinformant: Complete 2017-18 Cord Blood Banking Industry Report www.Bioinformant.com. March 2018 5. www.autismspectrum.org.au/content/what-autism 6. www.cerebralpalsy.org.au/about-conditions/cerebral-palsy/ 7. www.aihw.gov.au/reports/diabetes/type1-diabetes-among-children-aged-0-14-2013/contents/table-of-contents 8. Lloyd-Jones d, Adams R, et al. Heart Disease and Stroke Statistics 2009 Update: A Report from the American Heart Association Statistics Committee and Stroke Statistics Subcommittee. Circulation. 2009;119:e1-e161. (Calculated from data) 9. www.aihw.gov.au/reports/disability-services/disability-australia-acquired-brain-injury/formats 10. https://clinicaltrials.gov, www.australianclinicaltrials.gov.au 11. Bizetto et al, haematologica 2011; 96(1). 12. www.cellcare.com.au/about-us/cord-tissue-derived-msc-applications 13. Cell Care data on file. Rolling 6 months. Cord Tissue % of total storage. Nov 2017-Apr 2018 14. http://cryo-save.com/en/news/id/ITL/d07bd73f-71a5-42c2-b60e-36bb81cc1aed/cryo-save-group-nv-q1-trading-update-06052014 15. Cell Care data on file rolling 12 months average to April 2018.