



Emerald Medical Applications Engages The Harel Group to Search for Strategic Partners in International Markets

April 2, 2017

Emerald Medical Applications (OTCQB: MRLA) and **The Harel Group** announced today (April 2, 2017) that they will collaborate on a search for global strategic partners to support the commercialization of Emerald's DermaCompare™, a product used for an early detection of cancerous moles and skin anomalies.

Emerald Medical Applications is an Israeli-based medical technology company that specializes in developing software solutions that empower patients to manage their own health. DermaCompare™ is the Company's first product, a patent-protected, FDA Class #1 approved, HIPAA-compliant, skin cancer (melanoma) screening Cloud & Mobile platform that is revolutionizing the practice of dermatology; specifically, the early detection of cancerous moles and skin anomalies.

The Harel Group, a business development advisory firm founded and led by Mr. Jacob Harel, has formed a vast network of more than 450 pharmaceutical companies in Latin America, Eastern Europe, Middle East, Asia Pacific, Africa, USA and Europe. The Harel Group was assigned by Emerald to search for global strategic partners for DermaCompare™.

Adi Zamir, Emerald CEO commented: "We are excited to

About Emerald Medical Applications

Emerald Medical Applications is a digital health startup, specializes in image processing software infrastructure solutions for an extensive range of applications for diverse medical unmet needs. Emerald's technology utilizes the knowledge of military image processing and big data analytics to improve the analysis of medical images for the benefit of patients and the medical community alike. For more information, please visit www.dermacompare.com

About The Harel Group

The Harel Group is a business development advisory firm with in-depth industry knowledge and wide network of contacts in the pharmaceutical, biotechnology, diagnostics and medical devices industries. The main focus of the company is the identification and facilitation of

have The Harel Group supporting our company in expanding our operation in international markets. We trust that The Harel Group's unique international expertise and commercial experience will serve our company needs."

Mr. Jacob Harel, the founder of The Harel Group, commented, "Emerald is a unique innovative company with promising technology that can facilitate an early detection and diagnosis that will support the prevention and cure of skin cancer."

business opportunities by connecting innovative pharmaceutical companies with leading local and regional companies in international markets. The Harel Group offices are located in New Jersey and in Florida and it has collaborating agencies in every continent. For more information, please visit: www.theharelgroup.com

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