



**Pivot Appoints Mr. Jim Natoli to Scientific Advisory Board
Formerly R & D Category Director At The Coca-Cola Company**

VANCOUVER, BC - (September 20, 2018) – [Pivot Pharmaceuticals Inc.](#) (CSE: [PVOT](#) / OTCQB: [PVOTF](#) / FRA: [NPAT](#)) (“Pivot” or the “Company”) is pleased to announce that Mr. Jim Natoli has been appointed to the Company’s Scientific Advisory Board effective immediately. He is a highly experienced and respected product developer known for his ability to commercialize new and innovative products. As Pivot prepares to introduce its industry leading bio-cannabis product pipeline, Mr. Natoli’s formulation and market entry expertise will be invaluable to the Company as it creates a line of cannabis-infused functional wellness beverages.

Mr. Natoli currently serves as a beverage industry consultant specializing in assisting startups to create new formulations and products, development of supply chains, locating and managing processors, and introducing clients to manufacturers, warehouse and distributors. Prior to becoming a consultant, he enjoyed a long and distinguished career with [The Coca-Cola Company](#), serving in various capacities.

Starting his career at Coca-Cola’s Bottling Operations, Mr. Natoli then moved to their USA Product Development Division in Atlanta. After spending several years in Europe as Coca-Cola’s Product Development Laboratory Manager (Germany) and R & D Deputy Director (Belgium), he returned to Atlanta as Director, Product Development North America before being appointed as Coca-Cola’s Principal Scientist, Corporate Flavour R & D, and completed his career as R & D Director, Corporate Research and Development. Mr. Natoli managed product development projects including Powerade, Aquarius and Nestea, coordinated development activities with The Minute Maid Company, was responsible for all Barq’s formulations, and managed global flavour line extensions.

“I am delighted to be joining Pivot’s Scientific Advisory Board and look forward to assisting with the formulation of cannabis-infused functional wellness beverages using the Company’s disruptive powdered cannabis technologies,” said Mr. Natoli. “We all know that this particular sector of the cannabis industry will be lucrative, but only if you develop finished products that are safe, stable, bioavailable and have tastes that please the consumer. I am convinced that Pivot will play a leading role in the emerging cannabis beverage space.”

Dr. Patrick Frankham, Pivot’s CEO, stated “We are extremely grateful that Jim Natoli has agreed to join Pivot’s Scientific Advisory Board. His successful track record of developing and commercializing multiple, globally recognized beverage brands speaks for itself. Pivot’s formulation scientists have been testing cannabis infused powders and have demonstrated that we can create a clear, dispersible liquid at high concentrations of THC and CBD which will form the basis of commercial products. With the addition of an accomplished and respected beverage industry expert we will now accelerate our final formulations and make them available to multinational food and beverage industry players.”

About Pivot Pharmaceuticals Inc.

Pivot Pharmaceuticals Inc. is a biopharmaceutical company engaged in the development and commercialization of therapeutic pharmaceuticals and nutraceuticals using innovative drug delivery platform technologies. Pivot's wholly-owned medical cannabis products division, Pivot Green Stream Health Solutions Inc. ("PGS" or "Pivot Green Stream"), conducts research, development and commercialization of cannabinoid-based nutraceuticals and pharmaceuticals. Pivot's wholly-owned U.S. subsidiary, Pivot Naturals, LLC, based in Costa Mesa, California, will manufacture and supply finished powdered cannabis products such as food additives, capsules, bulk powder and stick packs to the California market. PGS has acquired "RTIC" Ready-To-Infuse Cannabis oil-to-powder technology and ThruDermic Transdermal Nanotechnology (transdermal); acquired worldwide rights to BiPhasix™ Dermal Drug Delivery platform technology (topical), Solmic Solubilisation technology (oral), and Solumer™ Oral Drug Delivery technology; and an option to acquire worldwide rights to TriVair™ Nasal and Pulmonary Breath-Propelled Drug Delivery Systems™ for the delivery and commercialization of cannabinoid, cannabidiol (CBD), and tetrahydrocannabinol (THC)-based products. For more information please visit www.PivotPharma.com

Cautionary Statement

Except for historical information contained herein, the matters set forth above may be forward-looking statements that involve certain risks and uncertainties that could cause actual results to differ from those in the forward-looking statements. Words such as anticipate, believe, estimate, expect, intend, and similar expressions, as they relate to Pivot Pharmaceuticals Inc., Pivot Green Stream Health Solutions Inc., Pivot Naturals, LLC, or its management, identify forward-looking statements. Such forward-looking statements are based on the current beliefs of management, as well as assumptions made by and information currently available to management. Actual results could differ materially from those contemplated by the forward-looking statements as a result of certain factors, such as the failure to meet the conditions imposed by the CSE or other securities regulators, the level of business and consumer spending, the amount of sales of Pivot's products, statements with respect to internal expectations, the competitive environment within the industry, the ability of Pivot to continue to expand its operations, the level of costs incurred in connection with Pivot's expansion efforts, economic conditions in the industry, and the financial strength of Pivot's customers and suppliers. Pivot does not undertake any obligation to update such forward-looking statements. Investors are also directed to consider all other risks and uncertainties.

Contact:

Pivot Pharmaceuticals Inc.
Patrick Frankham, PhD, MBA
Chief Executive Officer
Email: Info@PivotPharma.com

Virtus Advisory Group
Shareholder Inquiries
Email: Pivot@virtusadvisory.com
Phone: 416-644-5081