



## **Pivot Pharma Selects Shopify to Power Cannabis Product Sales in Canada**

VANCOUVER, BC (April 1, 2019) – [Pivot Pharmaceuticals Inc.](#) (CSE: [PVOT](#)) (OTCQB: [PVOTF](#)) (“Pivot” or the “Company”) is pleased to announce that it has signed an agreement with [Shopify Inc.](#) (“Shopify”), the world’s leading multi-channel commerce platform, to build an innovative online sales channel for the delivery of Pivot’s premium bio-cannabis product portfolio.

As previously disclosed, Pivot has invested significantly in the acquisition and licensing of patented drug delivery technologies, developed differentiated cannabis formulations using pharmaceutical grade CBD and THC isolates as active ingredients, and worked with our network of pharma product experts to create the largest catalogue of bioavailable, stable and effective cannabis products. All of Pivot’s products will be marketed under “Pivot Naturals” brand, will be manufactured at cGMP accredited facilities in Canada, California and the EU, and will be distributed direct-to-consumer in Canada via Shopify.

“Pivot will leverage the full power of Shopify’s e-commerce platform to create a state-of-the-art, online destination for consumers in Canada seeking our quality bio-cannabis products. Shopify’s unique, industry-leading platform solutions will enable Pivot’s brands to seamlessly interact with our new customers, allowing us to accelerate other growth aspects of our business,” stated Pivot’s CEO, Dr. Patrick Frankham.

Loren Padelford, VP of Plus at Shopify, added: “We are pleased to execute this agreement with Pivot Pharmaceuticals and look forward to helping bring their premium products to their customers. The Shopify platform will allow Pivot to provide a tailored customer experience that embraces and adjusts to the unique demands of both consumers and regulators, in a safe and secure manner, while adapting to the specific needs of the various jurisdictions in which Pivot operates.”

### **About Pivot Pharmaceuticals Inc.**

Pivot Pharmaceuticals Inc. is a science-based consumer packaged goods cannabis company engaged in the development and commercialization of health and wellness products using innovative, patent-protected drug delivery technologies. Upon receipt of a Standard Processor license (pending) from Health Canada, Pivot’s premium, bioavailable, stable and effective products will be manufactured at its 50,000-sq. ft. cGMP facility located in Montreal, Quebec. Pivot’s wholly-owned U.S. subsidiary, Pivot Naturals, LLC, based in Costa Mesa, California, was granted a Temporary Manufacturing Type N: Infusion License by the California Department of Public Health in November 2018. Pivot’s product line includes infused beverages, vegan

capsules, dissolvable tablets, topical creams and gels, intimate lubricants, roll-on pain relievers, stick packs, and bulk powder for the edibles market. For more information please visit [pivotpharma.com](http://pivotpharma.com)

**Cautionary Note Regarding Forward-Looking Statements:**

*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](mailto:Info@PivotPharma.com)

Virtus Advisory Group  
Shareholder Inquiries  
Email: [Pivot@virtusadvisory.com](mailto:Pivot@virtusadvisory.com)  
Phone: 416-644-5081