

Innocan Pharma Announces Publication of Enterprise Report by Mackie Research

Herzliya, Israel and Calgary, Alberta--(Newsfile Corp. - September 3, 2020) - Innocan Pharma Corporation (CSE: INNO) (FSE: IP4) (the "Company" or "Innocan"), is pleased to announce that Mackie Research Capital Corporation's institutional sales group has issued an updated Enterprise report on the Company.

The Enterprise report provides valuable insight into companies that embody value-add for investors, have distinguished themselves among their peers and are bringing innovative and creative ideas into action.

Mackie Research's analyst, Yue (Toby) Ma, Ph.D., indicates in the updated Enterprise report that Innocan's potential catalysts are:

1. **Clinical Catalyst:** Pre-clinical data of CLX in COVID-19 is expected in 9 to 12 months.
2. **Licensing Catalyst:** Innocan is looking to out-license CLX and the liposome product before Phase 1 trials.
3. **Commercial Catalyst:** Innocan's CBD-based consumer health products are expected to be launched in several international markets in Q4 2020. The company is looking to sign more regional distribution agreements going forward.

This Enterprise report is based upon general comments with no ratings and should not be construed to be a research report.

About Innocan

The Company, through its wholly owned subsidiary, Innocan Pharma Ltd., is a pharmaceutical tech company that focuses on the development of several drug delivery platforms combining cannabidiol ("CBD"). Innocan and Ramot at Tel Aviv University are collaborating on a new, revolutionary exosome-based technology that targets both central nervous system (CNS) indications and the Covid-19 Corona Virus using CBD. CBD-Loaded Exosomes hold the potential to help in the recovery of infected lung cells. This product, which is expected to be administered by inhalation, will be tested against a variety of lung infections.

The Company signed a worldwide exclusive license agreement with Yisum, the commercial arm of the Hebrew University of Jerusalem to develop a CBD drug delivery platform based on a unique-controlled release Liposome to be administered by Injection. The Company plans, together with Prof. Berenholtz, Head of the Laboratory of Membrane and Liposome Research of the Hebrew University to test the Liposome platform on several potential indications. The Company is also working on a dermal product that integrates CBD with other pharmaceutical ingredients as well as the development and sale of CBD-integrated pharmaceuticals, including, but not limited to, topical treatments for relief of psoriasis symptoms as well as the treatment of muscle pain and rheumatic pain. The founders and officers of InnoCan have commercially successful track records in the pharmaceutical and technology sectors in Israel and globally.

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