

Richard Serbin, Former Johnson & Johnson's VP and a Leading Global Strategy Advisor in the Healthcare Industry, to Join Innocan Pharma's Scientific Advisory Committee

Herziya, Israel and Calgary, Alberta--(Newsfile Corp. - April 6, 2021) - Innocan Pharma Corporation (CSE: INNO) (FSE: IP4) (OTCQB: INNPF) (the "Company" or "Innocan") is proud to announce the addition of Richard Serbin to its Advisory Committee. Richard Serbin will work closely with Innocan's leadership to address the emerging global Pharma opportunities, to expand Innocan's presence as part of its growth strategy, and to contribute from his extensive experience as Johnson & Johnson's Executive Vice President of Corporate Development, as former board member of more than 16 companies and, especially in regard to FDA regulations.



Richard Serbin

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Richard Serbin is a regulation attorney, a patent attorney, and a pharmacist. He has worked in the pharmaceutical industry for over 40 years, at Schering-Plough Corporation as an attorney and patent attorney; at Revlon and Revlon Healthcare as Chief FDA Counsel; and at Johnson & Johnson

Corporation as FDA Counsel and subsequently as VP of Corporate Development.

Richard served on the Board of Directors of 16 of Johnson & Johnson's US and foreign subsidiaries. Richard established several US and International Medical Communication Companies which were acquired by large international companies.

Richard is the co-founder of Bio-Imaging Technologies which used NASA's LANDSAT technology for clinical evaluations. Richard has extensive experience dealing with FDA issues and with licensing and acquisition activities and strategic planning.

Richard Serbin stated: "I am very excited to have been offered the opportunity to join the Advisory Board of Innocan. Having worked with exosome technologies for multiple applications over the last several years, I truly believe in its value and that Innocan has made, and continues to make, significant strides in advancing the therapeutic opportunities which the technology may offer. I am especially pleased to have the opportunity to work closely together with the Innocan team in planning and executing the next phase of growth for the Company."

Iris Bincovich, Innocan's CEO, said, "Richard Serbin's addition to Innocan's Advisory Committee is of immense potential and substantial strength to the company's team. He has, without a doubt, one of the most extensive and diversified experiences and is one of the true industry pioneers and leaders. I'm certain that his insights, experience, and familiarity with industry key leaders will serve Innocan in these exciting times."

About Innocan

The Company, through its wholly owned Israeli subsidiary, Innocan Pharma Ltd. ("Innocan Israel"), is a pharmaceutical tech company that focuses on the development of several drug delivery platforms combining cannabidiol ("**CBD**"). Innocan Israel 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 Coronavirus 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.

Innocan Israel signed a worldwide exclusive license agreement with Yissum, 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. Innocan Israel plans, together with Professor Berenholtz, Head of the Laboratory of Membrane and Liposome Research of the Hebrew University, to test the liposome platform on several potential indications. Innocan Israel 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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Certain information set forth in this news release, including, without limitation, information regarding the markets, requisite regulatory approvals and the anticipated timing for market entry, is forward-looking information within the meaning of applicable securities laws. By its nature, forward-looking information is subject to numerous risks and uncertainties, some of which are beyond Innocan's control. The forward-looking information contained in this news release is based on certain key expectations and assumptions made by Innocan, including expectations and assumptions concerning the anticipated benefits of the products, satisfaction of regulatory requirements in various jurisdictions and satisfactory completion of requisite production and distribution arrangements.

Forward-looking information is subject to various risks and uncertainties which could cause actual results and experience to differ materially from the anticipated results or expectations expressed in this news release. The key risks and uncertainties include but are not limited to: general global and local (national) economic, market and business conditions; governmental and regulatory requirements and actions by governmental authorities; and relationships with suppliers, manufacturers, customers, business partners and competitors. There are also risks that are inherent in the nature of product distribution, including import / export matters and the failure to obtain any required regulatory and other approvals (or to do so in a timely manner) and availability in each market of product inputs and finished products. The anticipated timeline for entry to markets may change for a number of reasons, including the inability to secure necessary regulatory requirements, or the need for additional time to conclude and/or satisfy the manufacturing and distribution arrangements. As a result of the foregoing, readers should not place undue reliance on the forward-looking information contained in this news release concerning the timing of launch of product distribution. A comprehensive discussion of other risks that impact Innocan can also be found in Innocan's public reports and filings which are available under Innocan's profile at www.sedar.com.

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