Innocan Pharma's CBD-Loaded Liposome Platform Technology Demonstrates a Prolonged Release of CBD in Large Animals

Herzliya, Israel and Calgary, Alberta--(Newsfile Corp. - September 3, 2021) - Innocan Pharma Corporation (CSE: INNO) (FSE: IP4) (OTCQB: INNPF) (the "**Company**" or "**Innocan**"), is pleased to announce that it has conducted a recent experimental study of its CBD-loaded liposome technology (LPT) on large animals that demonstrated a similar pharmacokinetic profile as was demonstrated in a previous small animal study. This result is expected to bring the Company closer to clinical trials in humans.

Pharmacokinetics (PK) determines the profile of drug concentrations in the blood as a function of time from the moment that it was administered thus indicating drug efficacy.

Prolonged release of Cannabidiol (CBD) from the Liposomes injected subcutaneously to a large animal showed continuous blood concentrations of CBD over a long time. Similar to what was found previously in small animals studies and is considered a good predictor to the expected exposure in humans. The data obtained suggests that Innocan's LPT platform may be suitable for human therapeutic applications.

The continuous exposure to CBD-in blood for a long time post local administration, seems to be superior to orally administered CBD in two aspects: it will all allow a single administration instead of daily administration and it will overcome- the low (10-20%) oral bioavailability of CBD. The superior PK of the CBD in LPT may enable to achieve controlled concentration of CBD in the blood leading to a better clinical outcome.

Figure 1: CEO Iris Bincovich and Prof. Chezy Barenholz at the Laboratory of Membrane and Liposome Research in the Hebrew University of Jerusalem

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Prof. Chezy Barenholz of The Hebrew University of Jerusalem said, "the preliminary results of prolonged exposure to CBD in a large animal following the injection of CBD-loaded liposomes will bring us closer to a human clinical study." Barenholz added, "such results serve as a better predictor to human PK profile. The "jump" from a small animal model to a large animal model is immensely meaningful in the development of the LPT platform for humans."

"Innocan, slowly and surely, is being positioned as a world-leader in turning CBD into a treatable pharma solution, due to our scientific breakthroughs and innovation," said Iris Bincovich, CEO of Innocan Pharma and added, "we believe that the pharma market looks up to us, as we keep on disrupting this emerging yet unsaturated market."

The Company also announces that it yesterday granted an aggregate of 4,150,000 options under its option plan to directors, officers and employees and service providers at an exercise price of $0.59 CDA for a 5-year term.

Innocan's relationship with The Hebrew University

Innocan Pharma Ltd., a wholly owned subsidiary of the Company, has entered into a worldwide exclusive research and license agreement with Yissum Research and Development Company ("**Yissum**"), the commercial arm of The Hebrew University of Jerusalem, with respect to the design, preparation, characterization and evaluation of hydrogels containing CBD (or other cannabinoids) loaded liposomes. The research and development initiative is led by Professor Chezy Barenholz, head of the Membrane and Liposome Research Department at The Hebrew University, which is the inventor of over fifty-five patent families, two of which underlie Doxil®, an FDA-approved drug for breast cancer treatment. This unique liposome platform technology may have a wide range of applications, such as epilepsy, pain relief, inflammation and central nervous system disorders. A patent was filed covering this technology on October 7, 2019.

About Innocan

Innocan Pharma is a pharmaceutical tech company that focuses on the development of several drug delivery platforms containing CBD. Innocan Pharma 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.

Innocan Pharma 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 Barenholz, to test the liposome platform on several potential conditions. 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 the relief of psoriasis symptoms as well as the treatment of muscle pain and rheumatic pain. The founders and officers of Innocan Israel each 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 research and development, collaborations, the potential for treatment of conditions and other therapeutic effects resulting from research activities and/or the Company's products, requisite regulatory approvals and the 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.

Readers are cautioned that undue reliance should not be placed on forward-looking information as actual results may vary materially from the forward-looking information. Innocan does not undertake to update, correct or revise any forward looking information as a result of any new information, future events or otherwise, except as may be required by applicable law.

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