

Innocan Pharma to Participate in the Lift & Co. Expo's Business Growth Panel on November 19th, 2021

Herzliya, Israel and Calgary, Alberta--(Newsfile Corp. - November 15, 2021) - Innocan Pharma Corporation (CSE: INNO) (FSE: IP4) (OTCQB: INNPF) (the "Company" or "Innocan"), is pleased to announce that CEO Iris Bincovich will be participating in the Industry Day Main Panel at the Lift & Co. Expo, on November 19, 2021, in Toronto. The panel, titled "Business Growth Update: Canadian Business for today's International Cannabis Marketplace", will include some of the world's leading companies in the nexus of CBD and treatment.

CEO Iris Bincovich was invited to speak among other executives at a public panel discussion about the future of cannabinoids.



Image 1

To view an enhanced version of this graphic, please visit:

https://orders.newsfilecorp.com/files/6922/103550_afc2ca7974a9b918_002full.jpg

Additionally, Innocan will be presenting its cutting-edge products at the exhibition booth of its local distributor, Canadian Ayurcann Inc (CSE: AYUR). On August 11, 2021, Innocan engaged Ayurcann Inc. to manufacture and distribute Innocan's CBD Topical products in Canada. Ayurcann Inc. is a major Health Canada licensed producer and distributor of CBD products. Pursuant to the terms of the Manufacturing and distribution agreement, Innocan has engaged Ayurcann to manufacture Innocan's CBD Topicals consisting of its Relief and Go and SHIR™ collection, at Ayurcann's licensed facility and to act as the exclusive Canadian distributor for these products. Under the manufacturing and distribution agreement, Ayurcann shall pay Innocan Pharma royalties based on net sales of the products by Ayurcann.

"Innocan continues to elevate its leadership position in the CBD market, in Canada and beyond," says CEO Iris Bincovich, "We are tapping into the major advantages of every country we operate in. We combine Canadian CBD know-how with Israeli R&D. Backed with solid financial institutions, Innocan has set a strong foundation for continued success in the coming years".

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 Berenholz, 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.

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