

Cannabinoid-Integrated Pharma & Wellness

Making the CBD Revolution a Reality

Investor Presentation, September 2023

CSE: INNO | OTC: INNPF | FSE: IP4

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United States Securities Laws

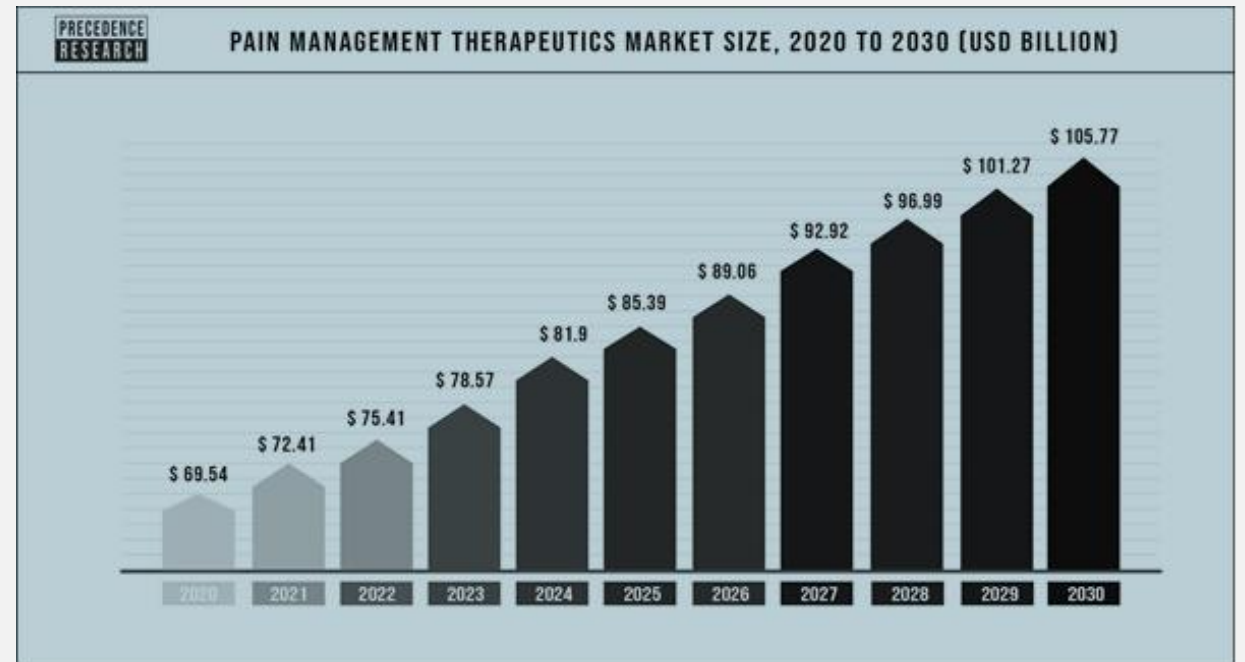
This presentation does not constitute an offer to sell or the solicitation of an offer to buy, nor shall there be any sale of the securities in any jurisdiction in which such offer, solicitation or sale would be unlawful prior to registration or qualification under the securities laws of such jurisdiction. The Company’s securities have not been and will not be registered under the United States Securities Act of 1933, as amended (the “U.S. Securities Act”), or any state securities laws and may not be offered or sold within the United States or to, or for the account or benefit of, “U.S. persons” as such term is defined in Regulation S under the U.S. Securities Act, unless an exemption from such registration is available.

Market Opportunity

Pain Management is a Growing Global Issue

A Significant Unmet Need Exists for Non-Opioid Treatments for Pain

- > **More than 1 in 5 US adults** report chronic pain¹
- > **14.9% report chronic pain** a year after reporting non-chronic pain²
- **Global pain management** therapeutics market was valued at USD 72.41 billion in 2021 and is predicted to hit over USD 105.77 billion by 2030³



Innocan's solution targets a large and growing market

Sources: ¹[One in Five U.S. Adults Have Chronic Pain — Pain News Network](#), ²[Study finds high rates of persistent chronic pain among US adults \(medicalxpress.com\)](#), ³[Pain Management Therapeutics Market Size Report 2022 to 2030 \(precedenceresearch.com\)](#)

Innocan's Solutions has Potential Applications in a Number of Verticals and Indications



Veterinary Canines

USD 29.4 billion

is the global veterinary medicine estimated market size in 2021

74.3% of canine owners

reported being comfortable talking to vets about CBD treatments

24% of pet owners

consume CBD-based products



Human Topicals/Cosmetics Sub-Pharma & Non-Pharma

USD 3.4 billion

is the expected CBD cosmetics market size in 2026

Both Cosmetics & Pain Relief

are amongst Innocan's non and sub-pharma IP portfolio

White-labeling

of Innocan's cosmetics, dermatology and pain relief solutions, using Retail contracts and E-commerce investments.



Human Therapeutics CBD Liposome Technology

USD *3.6 billion

is the global liposome drug delivery market, projected to expand at a considerable CAGR from 2019 to 2027

Big Pharma

companies like J&J , Gilead and Novartis are in active search after Liposome loading technologies

Liposomal suspension technology

serves as a solid base to a variety of recent approved drugs

Sources: [Grandview Research](#); [CSP Daily News](#); [Forbes](#); [Newsnet Media](#); [Research & Markets](#); [Frontiers](#)

Technology Platform

The Solution

Innocan Solutions: Patent Pending Injectable Cannabinoids Delivery Platform to Treat Pain

A unique CBD-loaded Liposome Technology (LPT) facilitating **exact dosing, prolonged** and **controlled** release of CBD into the bloodstream

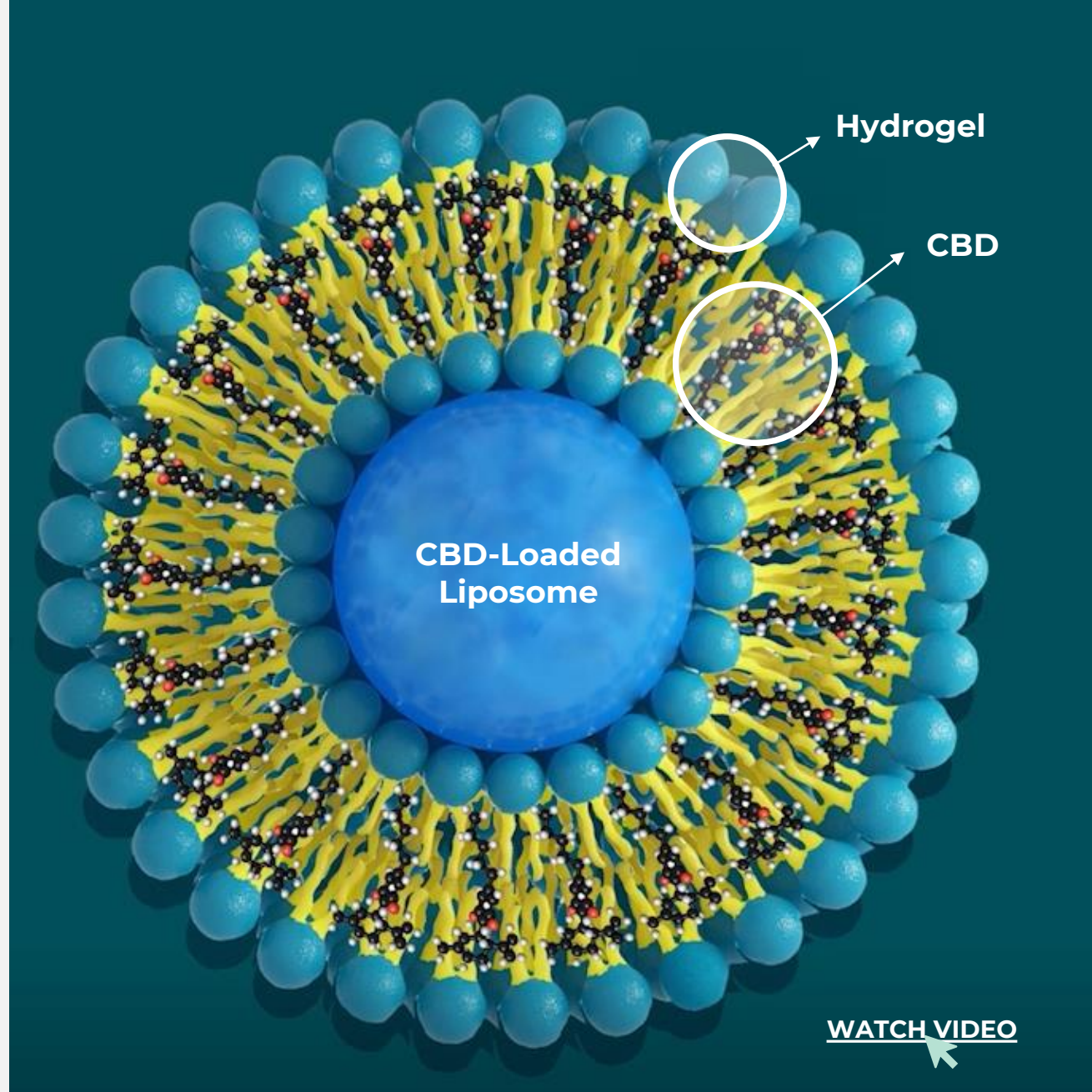
Liposomes are spherical vehicles composed of a few layers of lipids that can carry drugs through the human vascular system.

~100%

CBD Bioavailability
in a Dog Clinical
Study Platform

+42 days

Prolonged &
controlled release
of CBD in
bloodstream



[WATCH VIDEO](#)

CBD-Loaded Liposome Platform Technology (LPT):

- Ensure the prolonged & controlled release of CBD into the bloodstream for at least 42 days after one injection
- High loading of CBD in the liposome - **1 injection is expected to last for over 4 weeks**



Orally 2 times
a day for 42
days

=



1 LPT local
injection



Veterinary

Indication: Veterinary Pain Management

LPT: Injectable CBD Delivery Platform

Achieving significant CBD level in dogs' plasma with the LPT, is a big step towards the drug's clinical studies in humans. The LPT in dog study results open the door to a wide range of therapeutic possibilities.

- Drug performance in dogs is believed to be very similar to humans
- Very difficult to give dogs CBD oil orally twice a day
- The LPT gives prolonged release of the CBD into the plasma - for at least 4 weeks



28 April 2022 - A Case Report article of the LPT Subcutaneously Injected Liposomal Cannabidiol Formulation Used as a Compassion Therapy for Pain Management in a Dog with osteoarthritis, was published in the Frontiers in Veterinary *Science Scientific Journal.

[READ ARTICLES](#)

<https://www.frontiersin.org/articles/10.3389/fvets.2022.892306/full>
[Frontiers | Therapeutic efficacy and pharmacokinetics of liposomal-cannabidiol injection: a pilot clinical study in dogs with naturally-occurring osteoarthritis \(frontiersin.org\)](#)



Clinical Success: Veterinary

Epilepsy

- Positive results in a preclinical trial involving a canine with refractory (drug-resistant) epilepsy.
- The results demonstrated that the frequency and the intensity of the dog's epileptic seizures decreased significantly.
- Since the last LPT injection on April 25, 2022, Paco has not suffered from any seizures i.e., over 10 weeks.



Clinical Success: Veterinary

Pain Management

- Successful preclinical trials in canines with osteoarthritis.
- A case entailing the clinical condition of Goody, an 8-year-old male mixed-breed canine, who suffers from severe osteoarthritis in most of his joints, and severe muscle atrophy, mostly surrounding the pelvic limbs.
- After Goody received the LPT injections, “it was as if a new dog came into our lives. He gets up all the time and enjoys life more than ever” said Goody's owners.

[**WATCH VIDEO ABOUT GOODY**](#)

[18\) Innocan Pharma Canine Experiment June 2022 - YouTube](#)

Innocan's Pharma Breakthroughs

Innocan Pharma Reports Another Successful Result from a Pre-Clinical Study on a Dog Suffering from Refractory (Drug-Resistant) Epilepsy Following LPT Treatment

PR September 9, 2022

- A 4-year-old intact male border collie dog with a body weight of 22 kg was suffering from refractory idiopathic (drug-resistant) epilepsy
- The dog was frequently hospitalized to stop seizure clusters
- Following treatment using Innocan's LPT (CBD Loaded Liposome Platform), seizures stopped for 9.5 weeks

Innocan Pharma Meets Pre-Clinical End-Point in Pilot Pain Study on Dogs Using LPT Liposome Technology

PR August 17, 2022

- 6 dogs suffering from osteoarthritis and lameness demonstrated CBD concentrations 6 weeks after a single injection
- Pain and well-being scores improved following treatment

Innocan Pharma Is Reaching Close to 100% CBD Bioavailability In a Dog Clinical Study For its Proprietary LPT CBD Liposomal Delivery Platform

PR August 11, 2022

- First results from a study on dogs showed close to 100% bioavailability of CBD using Innocan's LPT technology
- This is compared to 6.5-20% bioavailability in humans when administered orally

Innocan Reports Positive Results from Recent Preclinical Trial on Epileptic Seizures On a Dog using LPT: “Since The Last LPT injection, Paco (dog) Has Not Had a Seizure for Over 10 weeks”

PR July 6, 2022

Innocan Reports Successful Preliminary Trial Results Regarding Epilepsy in Dogs

PR June 10, 2022

Consumer Wellness (Topicals)

Innocan Derma Solutions: Clinical-led Topical Applications

Pain Relief: A unique combination of CBD, Magnesium, and Menthol & Methyl Salicylate delivers an anti-inflammatory, muscle relaxant and topical analgesic effect

Dermatological hydration and anti-wrinkles: tailored blend of highly concentrated CBD targets wrinkles, eye puffiness, skin conditions and more



Clinical Results

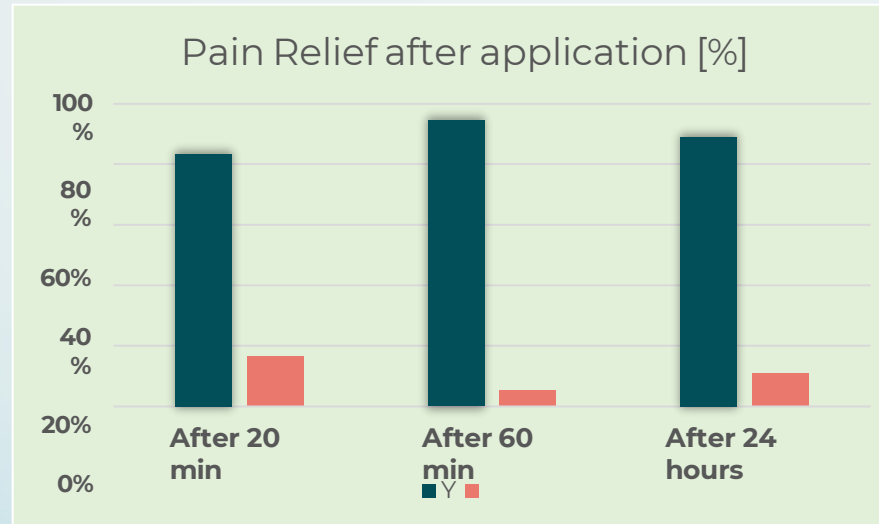
90%

Experienced pain reduction using Relief & Go Spray

83%

Would recommend use of Relief & Go Spray

Efficacy Study on subjects who suffers from pain was conducted at the **Center for Podiatric Care & Sports Medicine** in New York, led by Dr. Josef Geldwert



Intellectual Property Catalog



Wellness

Total of 12 Families of dermatology and wellness patent applications are in progress internationally across a range of skin conditions and applications: pain management, antipruritic treatments, hemorrhoid treatment, psoriasis treatment, vaginal moisturizer and lubricant treatment, diabetes symptoms, hair loss prevention treatment

IP catalog positions Innocan to drive value in the future

JOINT VENTURE

Innocan has established a joint venture with Brandzon Co Ltd. called B.I. Sky Global Ltd. that focuses on developing and marketing advanced targeted online health products.

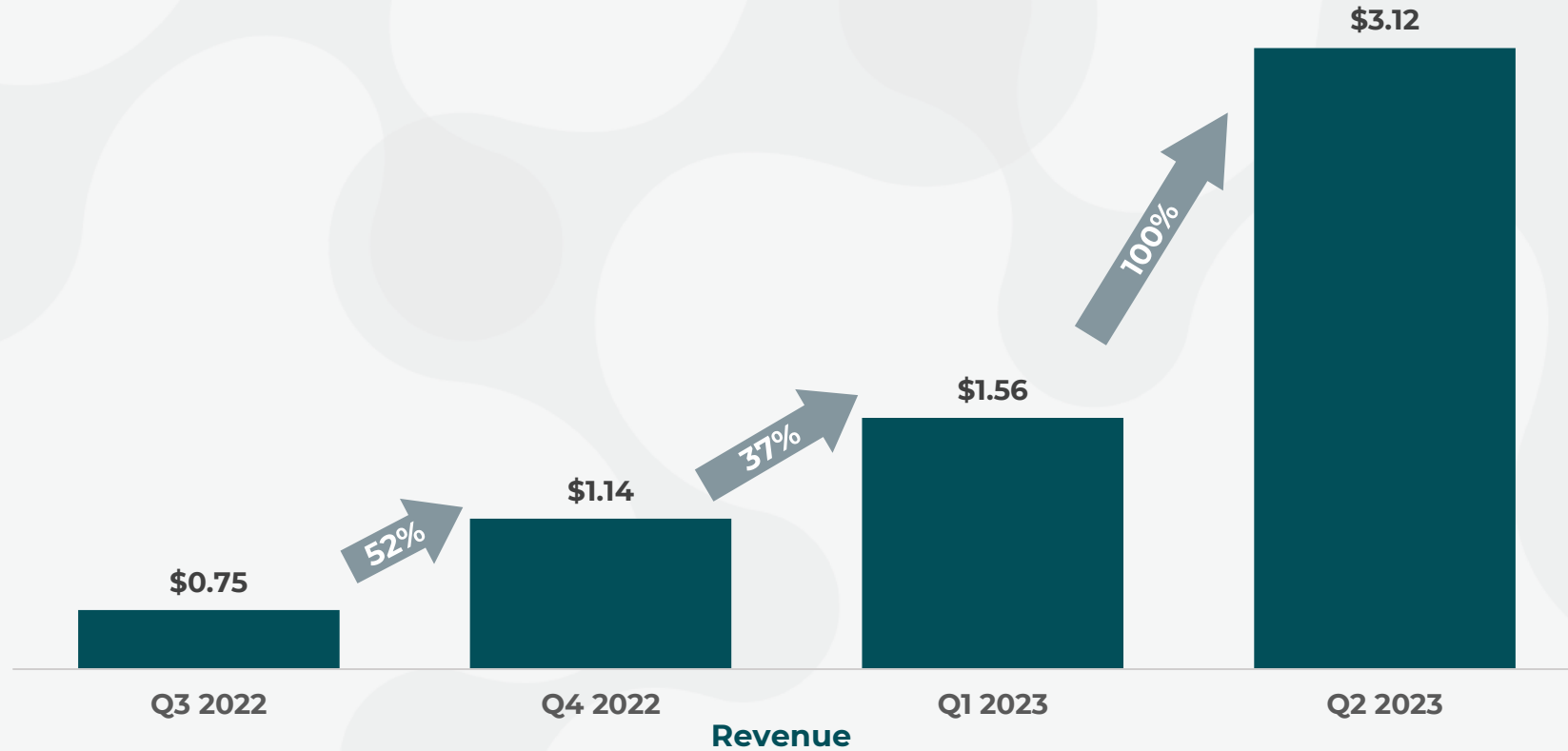
B.I. Sky Global Ltd. is focusing on advance online sales via unique combinations of group of experts in marketplaces, e-commerce, logistics, operations, and finance that developed a proven model that enables unleashing the potential of microbrands best sellers.

B.I. Sky Global Ltd., have significantly contributed to this tremendous increase in both revenue and gross profit.

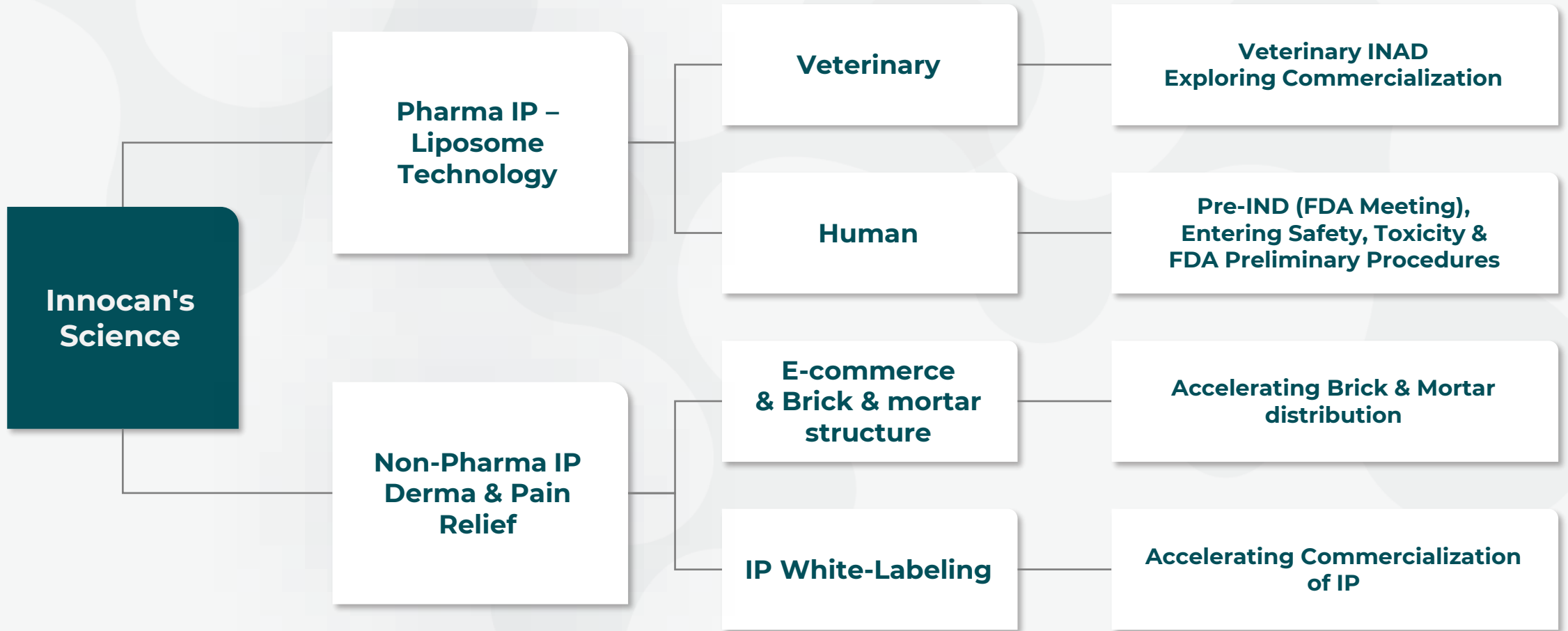
Corporate Highlights and Strategic Direction

Innocan's financial results demonstrate potential for continued success

Figures in USD (millions)
Fiscal Year End Dec. 31



Road Mapping Innocan's Future



Innocan's Future - Commercial Model

Pharma

- Human Pre-IND
- Veterinary INAD

- Human FDA Approval Process
- Pharma Licensing Engagements

- Veterinary FDA Approval Process
- Veterinary Licensing & Royalty Agreements with pharmaceutical and animal health companies

- Pharma/Veterinary Market Expansion
- Global Distribution Channels

1

2

3

4

Topical

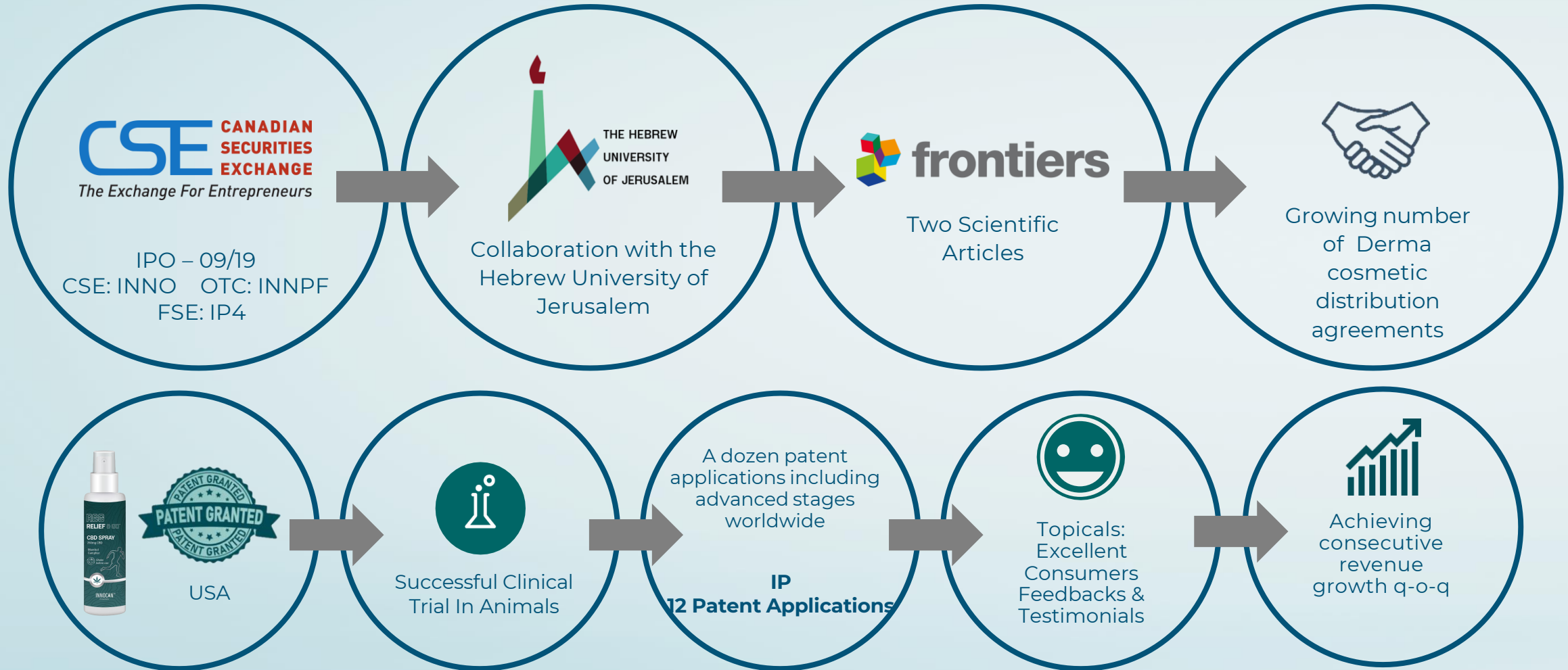
- Global Distribution Channels

- White-Label Agreement for Consumer Line

- Expanding Premium Consumer Segment
- Marketplace Penetration into USA and Europe

- Expansion to warehouse retail

Timeline: Track record of executing successful milestones



Innocan in the News

Medical Daily



Professor Chezy Barenholz On a CBD-Powered Revolution in Pharmaceuticals

July 12, 2022

[Read article](#)



Pharma &
BioTech News



InnoCan Pharma Reports Impressive Preclinical Trial Results as it Eyes Expansion into \$52b Veterinary Services Industry

July 11, 2022

[Read article](#)

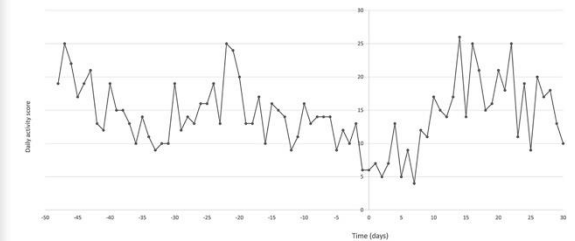
FXEMPIRE



Don't Wait for US Legalization, Here Are 4 Cannabis Stocks to Consider Right Now

May 12, 2022

[Read article](#)



A Case Report of Subcutaneously Injected Liposomal Cannabidiol Formulation Used as a Compassion Therapy for Pain Management in a Dog

April 28, 2022

[Read article](#)

Capital Structure

	CSE:INNO
<i>(\$C Millions or millions of shares, except per share figures)</i>	
Share Price⁽¹⁾	\$0.36
Basic Shares Outstanding ⁽²⁾	262.5
In-The-Money Options ⁽²⁾	18.6
In-The-Money Warrants ⁽²⁾	5.2
F.D. Shares Outstanding⁽²⁾	286.3
Market Capitalization	\$94.5
Cash ⁽²⁾⁽³⁾	\$4.5
Debt ⁽²⁾	-
Enterprise Value	\$90.0

(1) As at Close on September 20, 2023

(2) As of August 24, 2023, sourced from Q2 2023 MD&A

(3) Assumed a USD to CAD Conversion of \$1.34

Use of Proceeds

	Amount (C\$)
Pre-IND meetings with FDA & Production scaleup of LPT (Human & Vet)	\$2,000,000
Expansion of derma-cosmetic product distribution	\$600,000
G&A plus Operation Expenses	\$400,000
Total Expected Use of Proceeds	\$3,000,000

Executive Leadership



IRIS BINCOVICH
Chief Executive Officer

20-year Healthcare and Biotech industry veteran. Led hundreds of successful global transactions in the OTC, cosmetics and dermatology sectors



RONI KAMHI
Chief Operating Officer

Over 20 years of experience in global Retail, eCommerce and technology with a focus on Digital, Analytics and Data. Scaled eCommerce startups from early stage to 9 figures in revenue



RON MAYRON
Executive Chairman

C-level leadership roles at Teva Pharmaceutical, the world's largest generic drug manufacturer, for over 20 years. Chairman at IceCure Medical (Nasdaq & TASE (ICCM))



EYAL KALO
R&D Director

Former Scientific Team Leader at Beckman Coulter Molecular Diagnostics. Development of FDA approved assay to detect HIV. PhD in cancer research, Weizmann Institute



PROF. CHEZY BARENHOLZ
Special Advisor

Head, Membrane and Liposome Research Lab (Hebrew University). 350 publications, over 30 patents. Johnson & Johnson's Doxil® patents (breast / ovarian cancer)



ANTONIO BENITZ
Animal Health R&D Advisor

Global Head of R&D at Novartis Animal Health and VP R&D at Pfizer Animal Health. Former senior executive at Meril and Merck

Advisory Committee



RICHARD SERBIN
Scientific Advisor

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.



DR. KENJI KITATANI
Scientific Advisor

Dr. Kenji Kitatani is a leading global media and entertainment business expert. He held senior international executive positions at Nippon Television Network. He was a board director of Tokyo Dome Corporation and president of its American subsidiaries. He was Executive Vice President of Sony Corporation. He was President of Avex International Holdings and actively led Singapore, China, Hing Kong, Taiwan and Hawaii subsidiaries.



PROFESSOR CHEZY BARENHOLZ
Scientific Advisor

Head of the Laboratory of Membrane and Liposome Research at the Department of Biochemistry of the Hebrew University–Hadassah Medical School, Jerusalem, Israel. Professor Barenholz has 46 years experience in development R&D – Executive Editor of Progress in Lipid Research and the author of over 350 publications, co-inventor of over 30 patent families, two of which underlie Doxil® for the treatment of breast and ovarian cancer (a doxorubicin remote-loaded sterically-stabilized ~100 nm liposome for treatment of cancer marketed by Johnson & Johnson).



IZHAR SHAY
Advisor

Izhar Shay was the Minister of Science and Technology in the 35th Government of the State of Israel until January 2021. Before that, he managed the activities of Canaan Partners in Israel and led their investments in a variety of companies including LiveU, N-trig, Rollout.io, Drupe, Regulus and Prime Sense. Post his tenure in the government, Shay has been involved in innovative ventures which have the potential to make a significant impact. He is currently a venture partner with Disruptive AI, an early stage deep-tech VC focused on Artificial Intelligence investments.



GIVI TOPCHISHVILI
Advisor

Givi Topchishvili is a serial entrepreneur, investor, and author, with 30 years of expertise in business development and market entry in Europe, Asia, and the US. He has founded and led to a successful exit multiple companies in the media, IT, healthcare, business advisory and marketing space. He has extensive experience in business performance transformation, venture capital, due diligence and post-merger integration aligned with emerging markets strategy.



DR. JOSEF GELDWERT
Scientific Advisor

Clinical Instructor, Department of Orthopedics, Icahn School of Medicine at Mt. Sinai Medical Center in New York. Board Certified, American Board of Foot and Ankle Surgery, ABFAS. Fellow, American College of Foot and Ankle Surgeons. Fellow, American Academy of Podiatric Sports Medicine. Fellow, American Society of Podiatric Surgeons. Co-Medical Director, NYC Triathlon.



DR. JOSEPH PERGOLIZZI
Scientific Advisor

Dr. Pergolizzi has extensive academic, clinical, and business achievements related to his lifelong interest in advancing medical science and the practice of modern global healthcare. He has gained a strong reputation as an experienced, results-oriented C-level leader with a particular focus on new companies. He has held various C-level positions in private and public companies. He can leverage his significant medical expertise, regulatory experience, and business skills to build a strong track record of success in many fields in the healthcare industry. Dr. Pergolizzi is a Senior Partner at Naples Anesthesia and Pain Associates and serves as the Chief Operating Officer at NEMA Research Inc. He is a former subcommittee member of the FDA SUI and SGEI 27 VAH Grant Review for Analgesics and a Consultant to the National Pain Foundation Board of Directors.

CSE: INNO | OTC: INNPF | FSE: IP4

Thank You!

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In certain circumstances, purchasers resident in certain provinces of Canada, are provided with a remedy for rescission or damages, or both, in addition to any other right they may have at law, where an offering memorandum (such as this Presentation) and any amendment to it contains a misrepresentation. Where used herein, “misrepresentation” means an untrue statement of a material fact or an omission to state a material fact that is required to be stated or that is necessary to make any statement not misleading in light of the circumstances in which it was made. These remedies, or notice with respect to these remedies, must be exercised or delivered, as the case may be, by the purchaser within the time limits prescribed by applicable securities legislation.

The following summary is subject to the express provisions of the applicable securities laws, regulations and rules, and reference is made thereto for the complete text of such provisions. Such provisions may contain limitations and statutory defences not described here on which the Company and other applicable parties may rely. Purchasers should refer to the applicable provisions of the securities legislation of their province for the particulars of these rights or consult with a legal advisor.

Ontario, New Brunswick, Nova Scotia and Saskatchewan

The following is a summary of rights of rescission or damages, or both, available to purchasers resident in the province of Ontario, New Brunswick, Nova Scotia and Saskatchewan. If there is a misrepresentation herein and you are a purchaser under securities legislation in Ontario, New Brunswick, Nova Scotia and Saskatchewan you have, without regard to whether you relied upon the misrepresentation, a statutory right of action for damages, or while still the owner of the securities, for rescission against the Company. This statutory right of action is subject to the following: (a) if you elect to exercise the right of action for rescission, you will have no right of action for damages against the Company; (b) except with respect to purchasers resident in Nova Scotia, no action shall be commenced to enforce a right of action for rescission after 180 days from the date of the transaction that gave rise to the cause of action; (c) no action shall be commenced to enforce a right of action for damages after the earlier of (i) 180 days (with respect to purchasers resident in Ontario) or one year (with respect to purchasers resident in Saskatchewan and New Brunswick) after you first had knowledge of the facts giving rise to the cause of action, and (ii) three years (with respect to purchasers resident in Ontario) or six years (with respect to purchasers resident in Saskatchewan and New Brunswick) after the date of the transaction that gave rise to the cause of action; (d) with respect to purchasers resident in Nova Scotia, no action shall be commenced to enforce a right of action for rescission or damages after 120 days from the date on which payment for the securities was made by you; (e) the Company will not be liable if it proves that you purchased the securities with knowledge of the misrepresentation; (f) in the case of an action for damages, the Company will not be liable for all or any portion of the damages that it proves do not represent the depreciation in value of the securities as a result of the misrepresentations; and (g) in no case will the amount recoverable in such action exceed the price at which the securities were sold to you. The foregoing is a summary only and is subject to the express provisions of the Securities Act (Ontario), the Securities Act (New Brunswick), the Securities Act (Nova Scotia) and the Securities Act (Saskatchewan), and the rules, regulations and other instruments thereunder, and reference is made to the complete text of such provisions contained therein. Such provisions may contain limitations and statutory defences on which the Company may rely.

British Columbia, Alberta and Québec

Notwithstanding that the Securities Act (British Columbia), the Securities Act (Alberta), and the Securities Act (Québec) do not provide, or require the Company to provide, to purchasers resident in these jurisdictions any rights of action in circumstances where this Presentation or an amendment hereto contains a misrepresentation, the Company hereby grants to such purchasers contractual rights of action that are equivalent to the statutory rights of action set forth above with respect to purchasers resident in Ontario.

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In Manitoba, the Securities Act (Manitoba), in Newfoundland and Labrador the Securities Act (Newfoundland and Labrador), in Prince Edward Island the Securities Act (PEI), in Yukon, the Securities Act (Yukon), in Nunavut, the Securities Act (Nunavut) and in the Northwest Territories, the Securities Act (Northwest Territories) provide a statutory right of action for damages or rescission to purchasers resident in Manitoba, Newfoundland, PEI, Yukon, Nunavut and Northwest Territories respectively, in circumstances where this Presentation or an amendment hereto contains a misrepresentation, which rights are similar, but not identical, to the rights available to Ontario purchasers.

The statutory right of action described above is in addition to and without derogation from any other right or remedy at law.