

Innocan Pharma to participate in the White Label World Expo on February 27-28th, 2024

HERZLIYA, Israel and CALGARY, Alberta, Feb. 20, 2024 /CNW/ -- Innocan Pharma Corporation (CSE: INNO) (FSE: IP4) (OTC: INNPF) (the "Company" or "Innocan"), is pleased to announce that CEO Iris Bincovich will be a speaker at the White Label World Expo in London on February 27th and 28th. She will be speaking about the "The Magic of Proven Science in CBD Products" along with leading speakers from Alibaba, Google, LinkedIn, TikTok and other sourcing professionals, retail prediction experts and industry-defining leaders who will give you their take on 2024's hot sellers.



Figure 1 , Iris Bincovich, White Label Expo, The Magic Of Proven Science in CBD Products

The White Label World Expo is the world's largest event for the white label industry, where sellers, suppliers and buyers converge to network, learn, and explore opportunities. <https://www.whitelabelexpo.co.uk/speakers/>

Innocan's consumer wellness portfolio, featuring topicals and cosmetics, backed by proven efficacy and patent application demonstrate our dedication to health and wellness, providing a solution for the growing consumer demand for effective wellness products.

Innocan's participation at the White Label World Expo supports the Company's diversified market access strategy that includes joint ventures, online marketplaces, brick-and-mortar distribution, and white label partnerships to leverage existing wellness brand consumer bases and maximize market reach.

About Innocan

Innocan is a pharmaceutical tech company that operates under two main segments: Pharmaceuticals and Consumer Wellness. In the Pharmaceuticals segment, Innocan focuses on developing innovative drug delivery platform technologies comprises with cannabinoids science, to treat various conditions to improve patients' quality of life. This segment involves two drug delivery technologies: (i) LPT CBD-loaded liposome platform facilitating exact dosing and the prolonged and controlled release of CBD into the blood stream. The LPT delivery platform research is in the preclinical trial phase for two indications: Epilepsy and Pain Management. In the Consumer Wellness segment, Innocan develops and markets a wide portfolio of innovative and high-performance self-care products to promote a healthier lifestyle. Under this segment Innocan has established a Joint Venture by the name of BI Sky Global Ltd. that focuses developing on advanced targeted online sales. <https://innocanpharma.com/>

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Caution regarding forward-looking information

Certain information set forth in this news release, including, without limitation, the continued expansion of the Company's wellness and cosmetic applications in the topicals segment, 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.sedarplus.ca.

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.

Photo - https://mma.prnewswire.com/media/2342559/Iris_Bincovich_White_Label_Expo.jpg

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