

Juva Life Initiates Clinical Registry as First Step in Building Evidence-Based Cannabis Technology Platform

VANCOUVER, British Columbia, Jan. 21, 2021 (GLOBE NEWSWIRE) -- **Juva Life Inc.** (CSE: JUVA) (OTCQB: JUVAF) (FRANKFURT: 4VV) ("Juva Life," "Juva" or the "Company"), a California-based life science company today announces the launch of a clinical registry to evaluate rationally designed cannabis formulations for clinical effect and mode of action. This is the first step towards building an integrated technology platform addressing serious and unmet medical needs.

There is a substantial body of pre-clinical, clinical, and anecdotal data consistent with a cannabis effect, but despite significant investment and opportunity, there is an absence of understanding of "how cannabis works" to pair the right formulation with the right indication. Juva has designed a novel technology platform spanning natural products pharmacology, clinical science, and digital learning. As part of this effort, Juva will employ FDA-approved metrics and best practices to validate the clinical safety and efficacy of formulations derived from our platform.

On August 25, 2020, the Juva Life-sponsored Informed Patient Cannabis Therapy Registry (The IMPACT Registry) was approved by the [WCG IRB](#). Recognized as the gold standard of human research protection, the WCG Institutional Review Board is a trusted partner to more than 3,100 research institutions in the USA. The IRB has approved two locations to be used in the research and Juva's team is working with the research facilities regarding protocols, methodologies, and recruitment of a cohort of up to 2,000 volunteer patients.

Juva Life is addressing the unmet need for small molecule anti-inflammatory consumer and pharmaceutical products initially targeting pain. A significant percentage of patients who are using cannabis are self-medicating for untreated/incompletely treated pain. This presents a substantial problem for physicians and ultimately regulatory agencies. Frequently patients resort to cannabis products when conventional drugs fail, and they exclude healthcare providers from these decisions. They correctly perceive either a lack of knowledge or belief of a cannabis effect on the part of their physicians and care providers. Juva Life is addressing this knowledge gap by developing evidence-based products that meet the needs of physicians and patients.

The current approach to cannabis research and development is largely empirical. Absent is a (new) way to quantify the clinical effect and mode of action of compounds contained within cannabis. Juva Life has developed a way to decipher and systematically evaluate the chemistry of cannabis more efficiently with less cost and reduced timelines than current practices. The Juva platform aims to develop an efficient way to standardize the development and testing of complex natural product mixtures. Central to this is a clinical registry patterned after pharmaceutical drug development best practices. By combining know how concerning mode of action, with FDA approved clinical endpoints, Juva will speed the collection of valuable evidence-based data sets to evaluate pharmacokinetic/pharmacodynamic (PK/PD) relationships, target engagement and clinical efficacy.

Juva is one of the very first companies to develop a cannabis platform to decipher the putative clinical effects of cannabis. We intend to be a world leader at the pharmacology of complex cannabis mixtures, and the development and commercialization of standardized products that meet pharmaceutical evidentiary standards. The pillars of our platform center on identification of compounds that alone or in tandem exhibit reproducible pre-clinical effects; validation in human subjects employing standard disease metrics; development of consumer and pharmaceutical products that meet the highest safety and efficacy standards; and the commercialization alone and through partnerships of products derived from our pipeline.

Vice President of Chemistry for Juva Life, Sanjeev Gangwar Ph.D. states, "Our mission is to use state of the art life science and data technologies to understand how cannabis works. There is a significant need for new solutions to serious diseases where cannabis may play a role. Our goal is to address these unmet medical needs and when coupled with our novel learning and revenue model, build a durable, important, and valuable company. The months and years ahead represent an extraordinary opportunity as we unlock that enormous potential of cannabis."

In related news, the Company advises it has engaged the services of Creative Direct Marketing Group Inc. (CDMG) a full-service direct response advertising and digital marketing agency to increase public and investor awareness for a period of six months, for the agency fee of \$2.107 million.

For those new to the Juva story, please visit our website at www.juvalife.com.

ON BEHALF OF THE BOARD,

-Doug Chloupek-

Doug Chloupek, CEO & Founder
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About Juva Life Inc. (CSE: JUVA) (OTCQB: JUVAF) (FRA: 4VV)

Juva Life is working to bring the cannabis market face to face with the sector's next generation investment grade business model. From in-house research, cultivation, manufacturing, retail, and delivery services, Juva employs state of the art tools in discovery, development, and data science to identify new molecular profiles for major unmet medical needs. Our initial focus is

on cannabis, where we are deploying our platform to target consumer and pharma applications. Find out more at: <https://juvalife.com/>.

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Forward Looking Statement

This news release contains statements and information that, to the extent that they are not historical fact, may constitute “forward-looking information” within the meaning of applicable securities legislation. Forward-looking information may include financial and other projections, as well as statements regarding future plans, objectives, or economic performance, or the assumption underlying any of the foregoing. In some cases, forward-looking statements can be identified by terms such as “may”, “would”, “could”, “will”, “likely”, “except”, “anticipate”, “believe”, “intend”, “plan”, “forecast”, “project”, “estimate”, “outlook”, or the negative thereof or other similar expressions concerning matters that are not historical facts. Examples of such statements include, but are not limited to, statements with respect to the objectives and business plans of the Company; ability to realize benefits from its recent corporate appointments; ability to retain its key personnel; the intention to grow the Company’s business and operations; the competitive conditions of the industries in which the Company operates; and laws and any amendments thereto applicable to the Company.

Forward-looking information is based on the assumptions, estimates, analysis and opinions of management made in light of its experience and its perception of trends, current conditions and expected developments, as well as other factors that management believes to be relevant and reasonable in the circumstances at the date that such statements are made, but which may prove to be incorrect. The material factors and assumptions used to develop the forward-looking information contained in this news release include, but are not limited to, key personnel and qualified employees continuing their involvement with the Company; and the Company’s ability to secure financing on reasonable terms.

Forward-looking information involves known and unknown risks, uncertainties and other factors that may cause the actual results, performance or achievements of the Company to differ materially from any future results, performance or achievements expressed or implied by the forward-looking information, including, without limitation, risks relating to the future business plans of the Company; risks that the Company will not be able to retain its key personnel; risks that the Company will not be able to secure financing on reasonable terms or at all, as well as all of the other risks as described in the Company’s management discussion and analysis for year ended December 31, 2019 under the heading “Risks and Uncertainties”. Accordingly, readers should not place undue reliance on any such forward-looking information. Further, any forward-looking information speaks only as of the date on which such statement is made. New factors emerge from time to time, and it is not possible for the Company’s management to predict all of such factors and to assess in advance the impact of each such factor on the Company’s business or the extent to which any factor, or combination of factors, may cause actual results to differ materially from those contained in any forward-looking information. The Company does not undertake any obligation to update any forward-looking information to reflect information or events after the date on which it is made or to reflect the occurrence of unanticipated events, except as required by law, including securities laws.

The CSE does not accept responsibility for the adequacy or accuracy of this release.