



Scorpion Venom
Assists in Health & Wellness

PreveCeutical Medical Inc. would like to retract and apologize for the dissemination of an article published on the Equities site and emailed to PreveCeutical shareholders and interested parties on Sunday December 12, 2016. The article in question had not been reviewed or fact checked prior to publishing. The Company will be formally appointing a Disclosure Committee and reinforcing protocols to ensure this does not happen again. The article's references to the following have been corrected:

1. *Title of Press Release: "Polarized scorpion venom as an aid to treating cancer patients called CELLB9";*
2. *"Polarized scorpion venom as an aid to treating cancer patients called CELLB9"; and*
3. *"Scientists have devised a method for targeting venom proteins specifically to malignant cells while sparing healthy ones, which reduces or eliminates side effects that the toxins would otherwise cause"*

are inaccurate. There is currently no clinical research concluding that polarized scorpion venom, as a natural compound, aids in the treatment of cancer patients.

Since publishing of this article on Sunday December 12, 2016, PreveCeutical Medical Inc. (the "Company") has implemented revised disclosure controls and procedures to review all disclosures of the Company prior to dissemination. Again we apologize for the error, and noted below is the final approved article for your review.

PreveCeutical Medical Inc. ("PreveCeutical" or the "Company") is a health and wellness company that has applied to the Canadian Securities Exchange for the listing of its Class A common shares. The Company specializes in preventative treatments and well-being.

PreveCeutical was launched in 2015 when the company began to manufacture and sell polarized scorpion venom as a potential immune system booster called CELLB9, an oral solution. The peptide from the Caribbean Blue Scorpion was isolated by Dr. Arthur Mikaelian. The active potentiated ingredients in the Blue Scorpion serum, a colourless and odourless solution, appears to support health at a deep cellular level, having been used for many years in over 40 countries. Since then, the company has been building its strategy to find products in nature to help prevent illnesses and maladies.

As the company's shares go public, here is a snapshot of their growth strategy according to the company press release:

1. **Focus on Preventive Medicine.**

As information from electronic medical records becomes available in the cloud, health care tasks are moving online, and the digitalization of diagnoses has implications for predictive and preventive medicine. For example, when patients register slight increases in temperature through the use of wearable technologies, medical practitioners can detect early symptoms of potential viral infection, allowing them to implement care solutions to minimize symptomology and illness duration. The Company intends for its preventative medicine product offering to complement such trends.

2. **Focus on natural treatments, cures and remedies.**

There is a consumer driven market emerging for "alternative" treatments. Western medicine and big pharma are facing a market that demands access to much more information and are examining natural products and treatments that have not been included in the Western approach to medicine. A good example of this is the growing interest being driven by millennials in vitamins and supplements, including the huge interest in cannabis, holistic medicines and other traditional remedies. Chinese Alternative Health Practitioners recognized Scorpion Venom's effectiveness centuries ago. As such, increase in consumer focus on natural treatments, cures and remedies may help the Company better market its Blue Scorpion Venom.

3. **Personalization of Healthcare.**

The Internet has the potential to enable the connection of devices that can support predictive medicine and products by linking a patient's wellness goals to their lifestyle, and PreveCeutical believes that this may lead into opportunities for providing personalized healthcare and such provision moving from being a luxury to a necessity in competitive healthcare markets.

In the interest of full disclosure, we call the reader's attention to the fact that Equities.com, Inc. is compensated by the companies profiled in the Spotlight Companies section. The purpose of these profiles is to provide awareness of these companies to investors in the micro, small-cap and growth equity community and should not in any way be considered as a recommendation to buy, sell or hold these securities. Equities.com is not a registered broker dealer, investment advisor, financial analyst, investment banker or other investment professional. We are a publisher of original and third party news and information. All profiles are based on information that is available to the public. The information contained herein should not be considered to be complete and is not guaranteed by Equities.com to be free from misstatement or errors. The views expressed are our own and not intended to be the basis for any investment decision. Readers are reminded to do their own due diligence when researching any companies mentioned on this website. Always bear in mind that investing in early-stage companies is risky and you are encouraged to only invest an amount that you can afford to lose completely without any change in your lifestyle. Equities is been compensated in cash, common shares and/or warrants for market awareness content.

For more information about PreveCeutical, please visit www.preveceutical.com, follow us on Twitter: <https://twitter.com/preveceuticals>, or on Facebook: www.facebook.com/Preveceutical

Forward Looking Information

This news release may contain forward-looking statements, including without limitation, future operations of PreveCeutical Medical Inc. (the "Company"). Forward-looking statements address future events and conditions and therefore involve inherent risks, uncertainties and assumptions. Forward-looking statements consist of statements that are not purely historical, including any statements regarding beliefs, plans, expectations or intentions regarding the future. Such information can generally be identified by the use of forwarding-looking wording such as "may", "expect", "estimate", "will", "anticipate", "intend", "believe" and "continue" or the negative thereof or similar variations. Actual results may differ materially from those currently anticipated in such statements and the Company undertakes no obligation to update such statements, except as required by law. While such estimates and assumptions are considered reasonable by the management of the Company, they are inherently subject to significant business, economic, competitive and regulatory uncertainties and risks. In particular, there is no guarantee that: (1) the CELLB9™ will be marketed, marketed as planned, or a successful product offering if ever marketed; (2) the Offering will close or raise sufficient funds for the Company in order to continue and/or expand operations; (3) the Company will be able to raise up to the stated amount of the Offering or that the Offering will be the final offering of the Company's securities prior to its intended listing; (4) a final prospectus will be submitted and/or a receipt for the final prospectus will be obtained; and (5) the intended listing with the CSE would be successful. Accordingly, actual results may differ materially from those currently anticipated in such statements.

The Company has made numerous assumptions regarding, among other things: the effectiveness of its products; the demand for its products and the stability of economic and market conditions. Investors are cautioned that all forward-looking statements involve risks and uncertainties, including: that the Company may lose or abandon or may fail to receive necessary licenses and permits; labour disputes; the Company may not receive the necessary regulatory approvals for its products or the listing with the CSE or approvals with respect to the prospectus; the increase in cost estimates and the potential for unexpected costs and expenses; general economic and market conditions may worsen; market shifts may require a change in strategic focus; the Company may not be able to raise additional funds when necessary; litigation; and competition. Factors that could cause actual results to differ materially from those in forward looking statements include continued availability of capital and financing and general economic, market or business conditions, consumer sentiment towards the Company's products, competition, the failure of counterparties to perform their contractual obligations, and fees charged by service providers.

All forward-looking statements concerning the Company's future plans and operations, including management's assessment of the Company's operational expectations or beliefs may be subject to certain assumptions, risks and uncertainties beyond the Company's control. Investors are cautioned that any such statements are not guarantees of future performance and that actual performance and financial results may differ materially from any estimates or projections. Accordingly, readers should not place undue reliance on forward-looking statements and information, which are qualified in their entirety by this cautionary statement. There can be no assurance that forward-looking information, or

the material factors or assumptions used to develop such forward looking information, will prove to be accurate