



FOR IMMEDIATE RELEASE

News Release

October 05, 2021

Caroline MacCallum, MD, FRCPC, BSc Pharm, Joins PreveCeutical

Vancouver, British Columbia: PreveCeutical Medical Inc. (the “Company” or “PreveCeutical”) (CSE: PREV, OTCQB: PRVCF, FSE: 18H), is very pleased to announce the appointment of Dr. Caroline MacCallum as a senior advisor and consultant for the Company.

Dr. MacCallum will be working with our team on the development and commercialization of the Company’s Cannabinoid Sol-gel products. Her specialization in internal medicine and expertise in complex pain and cannabinoid medicine will be of great value to the Company’s commercialization strategies.

Dr. MacCallum completed her undergraduate degrees in pharmacy and medicine at the Memorial University of Newfoundland. She later graduated from the Internal Medicine Residency program at the University of British Columbia (UBC).

Dr. MacCallum is a clinical instructor in the Department of Medicine, Adjunct Professor in the Faculty of Pharmaceutical Sciences, and associate member in the department of palliative care at UBC. She has provided inpatient care at BC Women’s, UBC, and Vancouver General Hospitals.

Dr. MacCallum is the medical director of Greenleaf Medical Clinic, where she has assessed and developed cannabinoid treatment plans for more than 5,000 patients using legal medical cannabis approved by Health Canada.

Dr. MacCallum’s research interests include cannabis as a multimodal therapeutic for the treatment of concurrent medical conditions and symptom clusters (pain, mood, anxiety, insomnia); safe use of medical cannabis to improved function and quality of life; cannabis to help taper prescription medications (opioids, benzodiazepines etc.); cannabis and public health and safety including cannabis impairment and cannabis use in the workplace.

Dr. MacCallum has worked with academic research groups, hospitals, health benefit programs, and provincial and national committees in the creation of guidelines, clinical trials, patient registries, safe prescribing practices, and adverse event monitoring.

Stephen Van Deventer, PreveCeutical’s Chief Executive Officer, commented, “It is very exciting to have Dr. MacCallum join our Company. Her extensive clinical and academic experience with

medical cannabis will be a great asset to the Company's cannabinoid clinical trials and commercialization."

Dr. MacCallum commented, "PreveCeutical develops unique products which are unlike any I have come across in the cannabinoid market. Their novel delivery method has vast potential for application in a variety of medical conditions using combinations of cannabinoids with controlled dosing."

About PreveCeutical

PreveCeutical is a health sciences company that develops innovative options for preventive and curative therapies utilizing organic and nature identical products. The Company aims to be a leader in the preventive health sciences sector.

With the completion of three of its research programs, the Company is actively working on the development, clinical trials, and commercialization of its products; and has filed a number of provisional patent applications to protect the intellectual property from its research programs.

For more information about PreveCeutical, please visit our website www.PreveCeutical.com or follow us on [Twitter](#) and [Facebook](#).

On behalf of the Board of Directors of PreveCeutical

Stephen Van Deventer, Chairman and Chief Executive Officer

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Forward-Looking Statements:

This news release contains forward-looking statements and forward-looking information (collectively, "forward-looking statements") within the meaning of applicable Canadian and U.S. securities legislation, including the United States Private Securities Litigation Reform Act of 1995. All statements in this news release that are not purely historical are forward-looking statements and include any statements regarding beliefs, plans, expectations and orientations regarding the future, including, without limitation, the continued research interests of PreveCeutical, PreveCeutical's anticipated business plans, and its prospects of success in executing its proposed plans. Often, but not always, forward-looking statements can be identified by words such as "will", "pro forma", "plans", "expects", "may", "should", "budget", "schedules", "estimates", "forecasts", "intends", "anticipates", "believes", "potential", "proposes" or variations of such words including negative variations thereof and phrases that refer to certain actions, events or results that may, could, would, might or will occur or be taken or achieved. Forward-looking statements are based on certain assumptions regarding PreveCeutical, including expected growth, results of operations, including PreveCeutical's research and development activities, performance, industry trends, growth opportunities, that PreveCeutical will be granted requisite expedited approvals by world health, retain and attract qualified research personnel and obtain and/or maintain the necessary intellectual property rights needed to carry out future business activities.

Actual results could differ from those projected in any forward-looking statements due to numerous factors including, risks and uncertainties relating to: complexities and delays in connection with research and development activities and the actual results of research and development activities; the ability of PreveCeutical to, among other things, protect its respective intellectual property, obtain any required governmental, regulatory or stock exchange approvals, permits, consents or authorizations required, including Canadian Securities Exchange acceptance of any planned future activities and obtaining expedited requisite approvals from world health agencies; and the ability of PreveCeutical to commercialize products, pursue business partnerships, complete their research programs as planned, and obtain the financing required to carry out their planned future activities. Other factors such as general economic, market or business conditions or changes in laws, regulations and policies affecting the biotechnology or pharmaceutical industry may also adversely affect the future results or performance of PreveCeutical. These forward-looking statements are made as of the date of this news release and, unless required by applicable law, PreveCeutical assumes no obligation to update the forward-looking statements or to update the reasons why actual results could differ from those projected in these forward-looking statements. Although PreveCeutical believes that the statements, beliefs, plans, expectations, and intentions contained in this news release are reasonable, there can be no assurance that those statements, beliefs, plans, expectations, or intentions will prove to be accurate. Readers should consider all of the information set forth herein and should also refer to other periodic reports provided by PreveCeutical from time-to-time. These reports and PreveCeutical's filings are available at www.sedar.com. Neither the Canadian Securities Exchange (CSE or CNSX Markets), its Regulation Services Provider (as that term is defined in policies of the CSE), nor any other regulatory authority accepts responsibility for the adequacy or accuracy of this release.

Any link in this press release to external information or other resources is provided for reference only, and such information or resources might change from time to time, and may include forward-looking statements as described above, and are subject to the above disclaimers under this heading forward-looking statements.

Readers are cautioned that forward-looking statements are not guarantees of future performance or events and, accordingly, are cautioned not to put undue reliance on forward-looking statements due to the inherent uncertainty of such statements.