



VERITAS PHARMA PROCEEDS TOWARDS CLINICAL TRIALS

July 10, 2017, Vancouver, B.C. – Veritas Pharma Inc. (CSE: VRT; OTC: VRTHF; and Frankfurt: 2VP), an emerging discovery and IP development company, is pleased to announce that its research arm, Cannevert Therapeutics Ltd. (CTL) will be sending a team overseas next week to assess more medicinal cannabis licensed producers as well as clinical research organizations to determine their potential as sources of cannabis material and clinical trial sites, respectively. Cannevert's aim is to investigate more of its lead analgesic extracts later this year.

Veritas CEO, Dr. Lui Franciosi commented, 'As we continue to explore Europe for possible clinical trial sites (previously indicating The Netherlands), which are confounded by cost and legal restrictions, Veritas and Cannevert have been looking at other continents. Our latest potential site is in a special part of the United States, Puerto Rico, which because of their extensive experience in running plants and facilities for major pharmaceutical companies has various sites with relatively unused facilities. This is of great interest to both Veritas and Cannevert, especially if we could source local cannabis materials to produce our lead extracts. In view of this, we will be visiting some such sites.'

About Veritas Pharma Inc.

Veritas Pharma Inc. is an emerging-stage pharmaceutical and IP development company, who, through Cannevert Therapeutics Ltd. (CTL), is advancing the science behind medical cannabis. It is the Company aim, through its investment in CTL, to develop the most effective cannabis strains (cultivars) specific to pain, nausea, epilepsy and PTSD, solving the critical need for clinical data to support medical marijuana claims. CTL's unique value proposition uses a low-cost research and development model to help drive shareholder value, and speed-to-market. Veritas' investment in CTL is led by strong management team, bringing together veteran academic pharmacologists, anesthetists & chemists. The company's commercial mission is to patent protect CTL's IP (cultivars & strains) and sell or license to cancer clinics, insurance industry and pharma, targeting multi-billion dollar global markets.

About Cannevert Therapeutics Ltd.

CTL is a private company owned by a unique group of chemists, pharmacologists, and other medical professionals. With offices located on the campus of the University of British Columbia, CTL has obtained permission from Health Canada to conduct research on cannabis strains. Veritas, through its investment of \$1.5 million, in CTL as of April 2017 has obtained an 80% ownership interest in CTL. CTL has also entered a licensing agreement with Veritas, licensing Veritas to market all products developed by CTL.

Veritas Pharma Inc. is a publicly traded company which trades in three countries including Canada, on the Canadian Stock Exchange under the ticker VRT; in the United States, on the OTC under the ticker VRTHF; and in Germany, on the Frankfurt exchange under the ticker 2VP.

For more information, please visit our website: www.veritaspharmainc.com

On behalf of the Board of Directors; Veritas Pharma Inc.



"Dr. Lui Franciosi"
Dr. Lui Franciosi
Chief Executive Officer

Further information about the Company is available on our website at www.veritaspharmainc.com or under our profile on SEDAR at www.sedar.com and on the CSE website at www.thecse.com

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The CSE has not reviewed, nor approved or disapproved the content of this press release.