



Cannevert Scientists to Present Their First Peer-Reviewed Research at December's Prestigious British Pharmacological Society Meeting in London, UK

VANCOUVER, British Columbia, Nov. 22, 2017 -- **Veritas Pharma Inc.** (CSE:VRT) (OTC:VRTHF) (Frankfurt:2VP), ("**Veritas**" or the "**Company**") announces that the scientists of its research arm, Cannevert Therapeutics Ltd. ("**CTL**") will be presenting their first peer-reviewed research of its cannabis strains targeting pain at the [British Pharmacological Meeting \(BPS\)](#) in London, UK from December 11-13, 2017.

The BPS is a UK learned society made up of over 2000 qualified pharmacologists whose focus is to discover new drugs and understand how they work. They normally reside in academia, industry, regulatory agencies, and the health services. Some of its famous members include the late Sir David Jack for introducing modern day asthma drugs such as salbutamol (i.e., the blue puffer) and the late Sir James Black (Nobel Laureate) for discovering beta-blockers such as propranolol.

The Society covers the whole spectrum of pharmacology, including laboratory science, medicine and toxicology. It promotes pharmacology through the following peer-reviewed and science-based publications: *British Journal of Pharmacology*; *British Journal of Clinical Pharmacology*; *Pharmacology Research & Perspectives*; *pA2*; and *Pharmacology Matters*. The Society hosts its annual meeting during the month of December in Cambridge, Oxford or London, and it attracts over 1,000 participants worldwide.

Veritas' CEO, Dr. Lui Franciosi stated, "We are excited to see Cannevert's research being presented at the BPS. This will enable them to share their knowledge and experience with others around the world who are also studying cannabis in the lab and clinic. It's the start of a campaign to put science behind select strains for specific conditions such as pain."

The Cannevert scientists will be presenting their work at the Drug Discovery, Development and Evaluation Poster Session on Monday, December 11, 2017 from 16:35 to 18:05. They will be published following the conference in the *British Journal of Pharmacology*.

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.

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: veritaspharmainc.com

On behalf of the Board of Directors

"Dr. Lui Franciosi"

Dr. Lui Franciosi

President and 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.