



Veritas Pharma Appoints of BC's "Top 40 Under 40" Robert Dawson – a Highly Regarded Marketing & Innovation Expert to Its Advisory Board

VANCOUVER, British Columbia, Nov. 29, 2017 -- **Veritas Pharma Inc.** (CSE:VRT) (OTC:VRTHF) (Frankfurt:2VP), (**"Veritas" or the "Company"**) announces the appointment of Mr. Robert "Rob" Dawson to its advisory board. Mr. Dawson is a highly-regarded expert in marketing and innovation with a wealth of experience in business leadership, go-to-market strategy, branding and technology.

Mr. Dawson is a performance-driven and innovative executive with over 20 years of global experience in business leadership, strategic marketing, consulting, technology, crowdsourcing, innovation and communications. He is currently President and CEO of Tectonic Strategy Inc., a boutique innovation and business model advisory firm for technology companies.

As a C-Level executive in growing software technology and innovation companies, Rob has developed and delivered compelling business strategies for both Fortune 500 and growing enterprises. His experience crosses several categories including: technology, financial services, blockchain, consumer goods, food, retail, and environmental sustainability with well-known brands such as Intel, Dell, LG Electronics, Microsoft, Expedia, HSBC, LEGO, VELCRO and others. He has extensive experience in the ideation and creation of new technology-based business models based on emerging market dynamics.

Rob has held positions as Chief Client Officer at Better Ventures and Chief Marketing Officer at Chaordix, a crowdsourcing SaaS company. He holds a Bachelor of Commerce from Queen's University. A frequent speaker at global marketing and innovation events, Rob was President of AIM, the Association of Integrated Marketers, a member of the Digital Strategy Conference Advisory Board and in 2006 he was recognized as one of BC's "Top 40 Under 40".

Veritas CEO, Dr. Lui Franciosi remarks, "As we draw closer to commercialization of our patented cannabis strains, it is important that we develop compelling go-to-market strategies. Mr. Dawson's expertise in this area will be highly valuable to Veritas. We will be soon competing in the multibillion-dollar Canadian market as well as in other countries where medical cannabis is legal. We want to make ensure that we got his expertise to help us differentiate our products and develop compelling value propositions for the target markets."

From the Canadian perspective, the current total market for cannabis is estimated at \$5 billion CAD of which some 20% is medical (CIBC World Markets, 2016*). Legalization of cannabis in Canada is projected to increase the market size and open new opportunities for cannabis products.

**CIBC World Markets. (2016, January 28). [Growing Their Own Revenue: The Fiscal Impacts of Cannabis Legalization](#). Retrieved April 20, 2016, from Economic Insights.*

About Veritas Pharma Inc.

Veritas Pharma Inc. is an emerging-stage pharmaceutical and IP development company, who, through its 80% owned 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.