



Veritas Hires Medical Director to Advise Physicians & Regulators on the Application of Cannevert's Experimental Results with Cannabis to Clinical Practice & Public Policy

VANCOUVER, British Columbia, Dec. 08, 2017 -- **Veritas Pharma Inc.** (CSE:VRT) (OTC:VRTHF) (Frankfurt:2VP), (**"Veritas" or the "Company"**) is pleased to announce the hiring of Dr. M. Scott Alexander as the Company's Medical Director. He will ensure the medical integrity of Cannevert Therapeutics Ltd. cannabis research programs and develop the medical affairs strategy to support their cannabis strains currently in preclinical and clinical development.

Dr. Alexander's primary duties will be to advise physicians and regulators on the application of Cannevert's experimental results with specific cannabis strains to their clinical practice and public policy. He will specifically address their current concerns and need for a standardized medical cannabis product that can be dosed and delivered reliably for a consistent therapeutic effect with minimal side effects. Dr. Alexander is committed to following the principles of translational medicine and developing strong partnerships with patient advocacy groups and colleges of family physicians to share his understanding of the potential benefits and risks of medical cannabis.

Veritas' CEO, Dr. Lui Franciosi, stated, "Dr. Alexander brings a wealth of medical knowledge, a clear understanding of current clinical practice and regulatory needs, and a pledge to educate all stakeholders about therapeutic strains that are based on Cannevert's experimental evidence."

About Dr. M. Scott Alexander, MBBS

Dr. Alexander completed his medical degree at the University of Queensland in Brisbane, Australia. He earned his undergraduate and Master's degree at Simon Fraser University in Burnaby, Canada. His Master's thesis concerned neuroscience, in particular, motor deficits in older adults with age-related macular degeneration. His research led to recommendations to civil engineers in designing enhanced environments for people with low-vision. Dr. Alexander's undergraduate honour's thesis was in behavioral neuroscience. He examined how perceptual shifts in visual input altered motor maps in the brain through the posterior parietal cortex leading to long-term adaptations. This research has been shown to help improve locomotor function in individuals who have suffered debilitating strokes. During medical school, Dr. Alexander led two research projects. One was a study in knowledge translation in the early detection and prevention of dementia within the Centre for Research in Geriatric Medicine. He coordinated Family Physician focus groups and extracted qualitative data from their conversations to drive practical research in dementia. The second was validated a frailty assessment tool in rehabilitation inpatients which monitored patient progress daily while in hospital.

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 Securities 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.