



Innocan Pharma to Participate in IR Labs' Investor Webinar on November 2, 2022

Herzliya, Israel and Calgary, Alberta – (October 25, 2022) – Innocan Pharma Corporation (CSE: INNO) (FSE: IP4) (OTC: INNPF) (the “Company” or “Innocan”) a pharmaceutical technology company focusing on developing innovative drug delivery platform technologies and owner of a proprietary IP portfolio, is pleased to announce its participation in a webinar titled *“Investor Day: Companies Disrupting The World We Live In”*, co-hosted by IR Labs Inc. (“irlabs”) and the NEO Exchange. The webinar will take place on Wednesday, November 2, 2022, from 10:00AM to 5:00PM ET.

The event will feature presentations and Q&A with some of the most innovative public companies in Canada, and will cover topics including investor relations, environmental, social and governance (“ESG”) matters and innovation generally. To attend the webinar, please register here:

https://us06web.zoom.us/webinar/register/WN_J46eRPsQuqrIKg2yNV0hQ

Iris Bincovich, CEO of Innocan said, “it is an honor to participate in the IR Labs’ Investor Webinar, to showcase the Innocan’s innovation achievements and growth strategy”.

“We are excited to announce this new webinar and showcase leading Canadian publicly-listed companies at the forefront of technology, health, clean energy and more!” said Caroline Sawamoto, Principal and Co-founder of irlabs. “We are partnering with the NEO Exchange to increase awareness for the companies that are building our global economies and prioritizing ESG.”

“As a disruptor ourselves, bringing much-needed competition as Canada’s mainboard stock exchange for the innovation economy, the NEO Exchange is honoured to sponsor the virtual investor conference hosted by irlabs, a firm that is aligned with our values in challenging the status quo,” added Jos Schmitt, President of NEO. “We look forward to hearing from the disruptive companies that are shaping tomorrow, including a number of public companies that have selected NEO as their exchange of choice. The irlabs conference is a must-attend for investors and advisors who are seeking opportunities to tap into future-ready companies with incredible potential for growth.”

About IR Labs

irlabs is a dynamic investor relations firm that applies innovative strategies to create visibility, drive investor engagement and make an impact. We are industry and sector agnostic and supports both private and public companies with their investor relations programs, corporate communications

and corporate governance. For more information visit www.irlabs.ca.

About Neo Exchange

With more than 250 unique listings, including some of the most innovative Canadian and international growth companies, and ETFs from Canada's largest ETF issuers, the NEO Exchange is Canada's Tier 1 stock exchange for the innovation economy. Fully operational since 2015 and acquired by Cboe Global Markets in 2022, NEO provides access to trading across all Canadian-listed securities on a level playing field. NEO lists companies and investment products seeking an internationally recognized stock exchange that enables investor trust, quality liquidity, and broad awareness including unfettered access to market data. For more information, visit www.neo.inc

About Innocan

Innocan is a pharmaceutical technology company that operates under two main segments: Pharmaceuticals and Consumer Wellness. In the Pharmaceuticals segment, Innocan focuses on developing innovative drug delivery platform technologies comprised of cannabinoids science to treat various conditions and improve patients' quality of life. This segment involves two drug delivery technologies: (i) LPT CBD-loaded liposome platform, which facilitates exact dosing and the prolonged and controlled release of CBD into the blood stream; the LPT delivery platform research is in the preclinical trial phase for two indications: epilepsy and pain management; and (ii) CLX CBD-loaded exosomes platform, which aims to target the central nervous system through regeneration and by addressing inflammation. In the consumer wellness segment, Innocan develops and markets a wide portfolio of innovative self-care products to promote a healthier lifestyle. Under this segment Innocan has established a joint venture by the name of BI Sky Global Ltd., which focuses on developing advanced targeted online sales. www.innocanpharma.com

For further information, please contact:

For Innocan Pharma Corporation:

Iris Bincovich, CEO

+15162104025

+972-54-3012842

+442037699377

info@innocanpharma.com

Dr. Eva Reuter

Investment Relation- Germany

+46-69-1532-5857

e.reuter@dr-reuter.eu

NEITHER THE CANADIAN SECURITIES EXCHANGE NOR ITS REGULATION SERVICES PROVIDER HAVE REVIEWED OR ACCEPT RESPONSIBILITY FOR THE ADEQUACY OR ACCURACY OF THIS RELEASE.

Caution regarding forward-looking information

Certain information set forth in this news release, including, without limitation, information regarding research and development, collaborations, the filing of potential applications with the FDA and other regulatory authorities, the potential achievement of future regulatory milestones, the potential for treatment of conditions and other therapeutic effects resulting from research activities and/or the Company's products, requisite regulatory approvals and the timing for market entry, is forward-looking information within the meaning of applicable securities laws. By its nature, forward-looking information is subject to numerous risks and uncertainties, some of which are beyond Innocan's control. The forward-looking information contained in this news release is based on certain key expectations and assumptions made by Innocan, including expectations and assumptions concerning the anticipated benefits of the products, satisfaction of regulatory requirements in various jurisdictions and satisfactory completion of requisite production and distribution arrangements.

Forward-looking information is subject to various risks and uncertainties which could cause actual results and experience to differ materially from the anticipated results or expectations expressed in this news release. The key risks and uncertainties include but are not limited to: general global and local (national) economic, market and business conditions; governmental and regulatory requirements and actions by governmental authorities; and relationships with suppliers, manufacturers, customers, business partners and competitors. There are also risks that are inherent in the nature of product distribution, including import / export matters and the failure to obtain any required regulatory and other approvals (or to do so in a timely manner) and availability in each market of product inputs and finished products. The anticipated timeline for entry to markets may change for a number of reasons, including the inability to secure necessary regulatory requirements, or the need for additional time to conclude and/or satisfy the manufacturing and distribution arrangements. As a result of the foregoing, readers should not place undue reliance on the forward-looking information contained in this news release. A comprehensive discussion of other risks that impact Innocan can also be found in Innocan's public reports and filings which are available under Innocan's profile at www.sedar.com.

Readers are cautioned that undue reliance should not be placed on forward-looking information as actual results may vary materially from the forward-looking information. Innocan does not undertake to update, correct or revise any forward-looking information as a result of any new information, future events or otherwise, except as may be required by applicable law.