



Innocan Pharma’s Liposome Platform Technology Demonstrates a 7-Week Prolonged Release of CBD into Bloodstream in Recent Animal Study

Herzliya, Israel and Calgary, Alberta - (June 11, 2021) - Innocan Pharma Corporation (CSE: INNO) (FSE: IP4) (OTC: INNPF) (the “**Company**” or “**Innocan**”), is pleased to announce that a recent study conducted on mice demonstrated a prolonged release of cannabidiol (CBD) into the animals’ bloodstream for at least 7 weeks following two injections. Innocan believes this result to be extremely encouraging, given the 24-hour maximum CBD presence in the bloodstream when administered through traditional channels.

This study was led by Dr. Ahuva Cern, a senior researcher in the lab of Prof. Chezy Berenholz of The Hebrew University of Jerusalem and is based on Innocan's licensed CBD-loaded liposome platform technology (“**LPT**”) for injectable CBD solutions.

“We are extremely satisfied with the initial results of this study which shows significant improvement in administering CBD through Innocan’s LPT”, says Professor Chezy Berenholz, “Finding CBD in the injection site, could indicate even a longer prolonged release of CBD into the bloodstream.”.

“This study marks another positive and exciting result in our ongoing injectable-CBD research”, stated Innocan CEO Iris Bincovich, who added that “These results may open the door to a wide range of exciting therapeutic possibilities, especially in treatment of conditions related to the central nervous system”.

Innocan’s relationship with The Hebrew University

Innocan Pharma Ltd., a wholly owned subsidiary of the Company, has entered into a worldwide exclusive research and license agreement with Yissum Research and Development Company (“**Yissum**”), the commercial arm of The Hebrew University of Jerusalem, with respect to the design, preparation, characterization and evaluation of hydrogels containing CBD (or other cannabinoids) loaded liposomes. The research and development initiative is led by Professor Chezy Barenholz, head of the Membrane and Liposome Research Department at The Hebrew University, which is the inventor of over fifty-five patent families, two of which underlie Doxil[®], an FDA-approved drug for breast cancer treatment. This unique liposome platform technology may have a wide range of applications, such as epilepsy, pain relief, inflammation and central nervous system disorders. A patent was filed covering this technology on October 7, 2019.

About Innocan

Innocan Pharma is a pharmaceutical tech company that focuses on the development of several drug delivery platforms containing CBD. Innocan Pharma and Ramot at Tel Aviv University, are

collaborating on a new, revolutionary exosome-based technology that targets both central nervous system (CNS) indications and the Covid-19 Corona Virus using CBD. CBD-loaded exosomes hold the potential to help in the recovery of infected lung cells. This product, which is expected to be administered by inhalation, will be tested against a variety of lung infections.

Innocan Pharma signed a worldwide exclusive license agreement with Yisum, the commercial arm of The Hebrew University of Jerusalem, to develop a CBD drug delivery platform based on a unique-controlled release liposome to be administered by injection. Innocan Israel plans, together with Professor Berenholz, to test the liposome platform on several potential conditions. Innocan Israel is also working on a dermal product that integrates CBD with other pharmaceutical ingredients as well as the development and sale of CBD-integrated pharmaceuticals, including, but not limited to, topical treatments for the relief of psoriasis symptoms as well as the treatment of muscle pain and rheumatic pain. The founders and officers of Innocan Israel each have commercially successful track records in the pharmaceutical and technology sectors in Israel and globally.

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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

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