



PREVECEUTICAL MEDICAL INC.
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News Release

July 25, 2017

PreveCeutical™ Medical Inc. Launches Phase One of Venom Re-Engineering Project

July 25, 2017, Vancouver, British Columbia: PreveCeutical Medical Inc. (the “**Company**” or “**PreveCeutical**”) (CSE: **PREV**) announces the launch of the Company’s multi-faceted Research and Development programs. The first project in PreveCeutical’s portfolio originates from its currently marketed venom health supplement and immune booster product, CELLB9®. PreveCeutical’s research team at the University of Queensland Pharmacy Australia Centre of Excellence, led by PreveCeutical’s Chief Research Officer, Dr. Harendra Parekh, will begin the project by isolating and identifying peptides and proteins from Caribbean Blue Scorpion venom (see news release dated April 20, 2017).

About the Venom Re-Engineering Project

Phase one of the project employs two-dimensional gel electrophoresis (“**2DE**”) – an effective technique for profiling proteins from complex protein mixtures extracted from biological sources, such as venom. 2DE exhibits exceptional resolving power, enabling efficient separation of potentially thousands of proteins from complex samples, which can then be identified and quantified.

Once peptides isolated from the scorpion venom have been separated based on their charge and size using 2DE, they will be analyzed to identify the amino acid sequence of each isolated peptide. After sequencing the peptides, the Company will use state-of-the-art instrumentation to perform mass spectrometry and high-performance liquid chromatography for confirmatory characterisation.

Using the peptide sequence data, PreveCeutical’s scientists will use a proprietary chemistry to generate Nature Identical™ peptides, alongside a library of modified peptide analogues, which will then be tested in disease models. The identified active peptides will then be progressed through the pre-clinical screening process, toward achieving the goal of an Investigational New Drug (“**IND**”) application through established pharmaceutical regulatory processes.

PreveCeutical’s Expert Research Team

Isolating and characterizing peptides and proteins from scorpion venom requires highly specialised expertise. PreveCeutical is pleased to announce that Raju Tippana, (Ph.D. candidate) will be working with Dr. Parekh towards this goal.

Dr. Parekh commented: “We are very fortunate to have Raju on board, given his 7+ years’ prior pharmaceutical industry experience specifically in protein characterisation and profiling. While in industry, Raju was instrumental in establishing gel electrophoretic techniques for separation of peptides/proteins from a range of complex biological samples including human tissue and

plasma. Thus, Raju's extensive experience and skill set is perfectly aligned with the program aims and sets PreveCeutical on the path to completing venom peptide/protein isolation and characterisation in a timely, efficient manner."

About PreveCeutical Medical Inc.

PreveCeutical Medical Inc. (CSE: PREV) is a biomedical company that coined the platform for preventive health sciences. PreveCeutical's innovative research and development department advances organic and Nature Identical products for both prevention and curative therapies.

The Company currently has one product available for sale, the CELLB9[®] Immune System Booster. CELLB9[®] is an oral solution containing polarized and potentiated essential minerals extracted from a novel peptide obtained from Caribbean Blue Scorpion venom. The active potentiated ingredients in the Blue Scorpion venom appear to support health at a deep cellular level, having been used for many years and in over 40 countries. The solution is colourless and odourless and can be administered orally.

For more information about PreveCeutical, please visit www.PreveCeutical.com, follow us on Twitter: <http://twitter.com/PreveCeuticals> and Facebook: www.facebook.com/PreveCeutical.

On Behalf of the Board of Directors

"Stephen Van Deventer"

Chairman & CEO

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Forward Looking Statements:

This news release includes certain statements that constitute "forward-looking information" within the meaning of applicable Canadian securities laws. Readers are cautioned that forward-looking statements are not guarantees of future performance or events and, accordingly, are cautioned not to put undue reliance on forward-looking statements due to the inherent uncertainty of such statements. Statements in this news release that are not purely historical are forward-looking statements and include any statements regarding beliefs, plans, expectations and orientations regarding the future. Often, but not always, forward-looking statements can be identified by words such as "pro forma", "plans", "expects", "may", "should", "budget", "schedules", "estimates", "forecasts", "intends", "anticipates", "believes", "potential" or variations of such words including negative variations thereof and phrases that refer to certain actions, events or results that may, could, would, might or will occur or be taken or achieved. Such forward-looking statements include, among others, statements as to the proposed first phase of the Company's venom re-engineering project, business plans of the Company regarding the foregoing, the timing of future activities and the prospects of their success for the Company, and the Company's ability and success in executing its proposed business plans, including a successful IND application. Actual results could differ from those projected in any forward-looking statements due to numerous factors including risks and uncertainties relating to the inability of the Company, to, among other things, complete the proposed research project as planned or the inability of the Company to obtain any required governmental approvals, permits, consents or authorizations required, including Canadian Securities Exchange acceptance of any planned future activities, or financing required to carry out its planned future activities. Other factors such as general economic, market or business conditions or changes in laws,

regulations and policies affecting the biotechnology or pharmaceutical industry, may also adversely affect the future results or performance of the Company, including the completion of the proposed research programs. There is no guarantee that the research programs will be successful or that their results can be commercialised by the Company. These forward-looking statements are made as of the date of this news release and, unless required by applicable law, the Company assumes no obligation to update the forward-looking statements or to update the reasons why actual results could differ from those projected in these forward-looking statements. Although the Company believes that the statements, beliefs, plans, expectations, and intentions contained in this news release are reasonable, there can be no assurance that those statements, beliefs, plans, expectations, or intentions will prove to be accurate. Readers should consider all of the information set forth herein and should also refer to other periodic reports provided by the Company from time-to-time. These reports and the Company's filings are available at www.sedar.com.