



April 24, 2023

PreveCeutical Medical Launches Clinical Artificial Intelligence Division

Vancouver, British Columbia: **PreveCeutical Medical Inc. (the “Company” or “PreveCeutical”)** (CSE: PREV, OTCQB: PRVCF, FSE: 18H), is pleased to announce that on April 21, 2023, PreveCeutical created a new division to develop and train an Artificial Intelligence (AI) tool that will be capable of learning R&D, clinical trials, and other clinical information.

PreveCeutical plans to use this tool in the development and process of all our clinical programs. This should enhance, accelerate and predict outcomes, processes and solutions, amongst other selected data. In preparation, we have purchased the domain www.preveceutical.ai, which will be developed over the coming weeks to provide information on the AI program and development.

PreveCeutical has hired Mr. Shawn Sadler as Head of Artificial Intelligence, effective April 21, 2023.

With over 25 years of experience in the information technology industry, Shawn Sadler has a proven track record of delivering cutting-edge solutions that have helped businesses across various sectors achieve significant growth and success.

With a deep understanding of Data Management, AI Frameworks, Information Governance, and Machine Learning, Shawn Sadler will bring valuable insights and strategic thinking to PreveCeutical. His expertise in network design and engineering, combined with his exceptional project management skills, make him an invaluable asset. Shawn Sadler will align PreveCeutical business objectives with emerging AI solutions and serve as a Head of Artificial Intelligence. His experience in identifying business opportunities, developing strategic partnerships, and managing projects from ideation to launch, make him an excellent addition to the team that will help PreveCeutical succeed in bringing our ground-breaking products to market.

Shawn will be focused on the following:

- Developing the frameworks required for AI analytics of research data
- Preparing existing data for ingestion to our proprietary Large Language Model (LLM)
- Working with research scientists to build tools to enhance their workflows
- Analyzing large data sets to identify unique patterns
- Leveraging predictive analytics to forecast future trends, identify potential risks and opportunities, and make informed decisions based on data-driven insights
- Using natural language processing techniques to extract meaningful insights from text data, such as research papers or clinical trial notes
- Optimizing data collection and analysis processes to improve efficiency and accuracy, while also reducing costs and minimizing errors
- Data visualization that will help research scientists create interactive visualizations that can make complex data more accessible and understandable

PreveCeutical's Chief Executive Officer, Stephen Van Deventer, commented, "*We believe that artificial intelligence will become a critical tool in the development of medical technologies in the future. We plan to stay at the forefront of AI technology as the technology evolves, becoming a leader with the opportunity to build partnerships with companies in the pharmaceutical and life sciences industries*".

Mr. Van Deventer further commented, "*We are pleased that Shawn has joined PreveCeutical as the company advances its products through clinical trials and commercialization. Shawn's experience and passion for technology make him the perfect candidate to lead this exciting new division.*"

About PreveCeutical

PreveCeutical is a health sciences company that develops innovative options for preventive and curative therapies utilizing organic and nature identical products. The Company aims to be a leader in the preventive health sciences sector.

With the completion of three of its research programs, the Company is actively working on the development, clinical trials, and commercialization of its products; and has filed a number of provisional patent applications to protect the intellectual property from its research programs.

The Company is currently in the research and development stage for dual gene curative and preventive therapies for diabetes and obesity.

For more information about PreveCeutical, please visit our website, www.PreveCeutical.com or follow us on [Twitter](#) and [Facebook](#).

On behalf of the Board of Directors of PreveCeutical

Stephen Van Deventer, Chairman and Chief Executive Officer

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Forward-Looking Statements:

This news release contains forward-looking statements and forward-looking information (collectively, "forward-looking statements") within the meaning of applicable Canadian and U.S. securities legislation, including the United States Private Securities Litigation Reform Act of 1995. All statements in this news release that are not purely historical are forward-looking statements and include statements regarding beliefs, plans, expectations and orientations regarding the future, including, without limitation, matters related to the Company's current and planned research and development programs, including the Analgesic Program, the Company's anticipated business plans and its prospect of success in executing its proposed plans. Often, but not always, forward-looking statements can be

identified by words such as “will”, “plans”, “expects”, “may”, “intends”, “anticipates”, “believes”, “proposes”, 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. Forward-looking statements are based on certain assumptions regarding the Company, including expected growth, results of operations, including the Company’s research and development activities, performance, industry trends, growth opportunities, and that the Company will be able to obtain the financing required to carry out its planned future activities, retain and attract qualified research personnel and obtain and/or maintain the necessary intellectual property rights it needs to carry out its future business activities.

Actual results could differ from those projected in any forward-looking statements due to numerous factors including, risks and uncertainties relating to the Analgesic Program, complexities and delays in connection with research and development activities and the actual results of research and development activities, and the inability of the Company, to, among other things, obtain any required governmental, regulatory or stock exchange approvals, permits, consents or authorizations required, including Canadian Securities Exchange acceptance of any planned future activities, commercialize therapeutic and diagnostic technologies, execute its proposed business plans, pursue business partnerships, complete its research and product development programs as planned, including the Analgesic Program, and obtain the 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 healthcare and cannabis industries in Canada may also adversely affect the future results or performance of 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, intentions, and assumptions contained in this news release are reasonable, there can be no assurance that those statements, beliefs, plans, expectations, intentions, or assumptions 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.

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.