



FOR IMMEDIATE RELEASE

News Release

August 31, 2023

PreveCeutical Engages New to the Street for Production & Broadcasting Services

Vancouver, British Columbia: PreveCeutical Medical Inc. (the “Company” or “PreveCeutical”) (CSE: PREV, OTCQB: PRVCF, FSE: 18H), announces that it has entered into a Service Agreement dated effective September 1, 2023 (the “**Agreement**”) with New to the Street Group LLC (“**NTTS**”), whereby NTTS will provide production and broadcasting services (the “**Services**”) to the Company involving television, production, media analysis, and procurement.

NTTS has agreed to accept the following compensation in exchange for performing the Services: The Client agrees to pay New to the Street Group LLC \$150,000.00 in total for media production and national TV broadcasting. The first payment of \$5,000.00 is due by September 15, 2023, and the remaining five (5) payments of \$5,000.00 are due on the 1st of each consecutive month. The remaining balance of \$120,000.00 is due on or before March 04, 2024, with all funds being paid in USD. The term of the Agreement shall start September 1, 2023, and shall end February 29, 2024, unless terminated earlier. (the “**Term**”).

- Develop a biography-format interview series at NYC or Via Zoom outlining the announced milestones of PreveCeutical
- 4x Bloomberg Broadcasts (Bloomberg TV as Sponsored Programming)
- 3x Newsmax Broadcasts
- 10x FOX Business Broadcasts
- 10 (30-sec) & 15 (15-sec) Commercials per month- Fox Business, Bloomberg, Newsmax, Twitter, Instagram
- 6x Months of New To The Street Social Media Support
- 2 Special Reports that will feature PreveCeutical during local morning and evening television news shows. (Network News Pickups. ABC, NBC, CBS etc.)
- New To The Street Podcast on Spotify and Apple Music
- Monthly Strategy calls with the NTTS team

NTTS is located at 99 W Hawthorne Ave, Suite 300, Valley Stream, NY 11581, and can be contacted at info@newtothestreet.com or Monica Brennan at monica@NewtoTheStreet.com.

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.

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

For further information, please contact:

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Or Investor Relations ir@preveceutical.com

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.sedarplus.ca.

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.