



FOR IMMEDIATE RELEASE

News Release

October 30, 2018

PreveCeutical Holds Intensive Workshop to Advance Dual Gene Therapy Research Program for Type 2 Diabetes and Obesity

Vancouver, British Columbia: PreveCeutical Medical Inc. (the “Company” or “PreveCeutical”) (CSE: PREV, OTCQB: PRVCF, FSE: 18H), is pleased to announce that its research team at the University of Queensland, recently held a two-day intensive workshop (the “Workshop”), which brought together leading scientific teams from the QIMR Berghofer Medical Research Institute in Brisbane and Murdoch University in Perth (the “Teams”) to collaborate on PreveCeutical’s dual gene therapy research and development program (the “Program”), which is intended to address the increasing prevalence of obesity and diabetes using smart siRNA and tissue targeted bio-responsive delivery systems.

The primary objectives of the Workshop were to share key data derived to-date from gene engineering, delivery system design and synthesis and their evaluation in cellular models of diabetes and obesity. The Teams assessed and resolved potential assay bottlenecks, paving the way for high throughput screening of smart siRNA candidate libraries, which is anticipated to expedite the Program’s progress.

During the Workshop, the Teams created a 10 to 12 month plan aimed at successfully concluding the current phase of the Program by demonstrating proof-of-concept in the delivery of smart siRNAs and effective in-cell modulation of a key biomarker implicated in diabetes and obesity.

Once the current phase of the Program is complete, it will move to the final phase where the safety and efficacy of the primary smart siRNA-delivery system constructs will be evaluated in preclinical models of diabetes and obesity.

About PreveCeutical

PreveCeutical is a health sciences company that develops innovative options for preventive and curative therapies utilizing organic and nature identical products.

PreveCeutical aims to be a leader in preventive health sciences and currently has five research and development programs, including: dual gene therapy for curative and prevention therapies for type 2 diabetes and obesity; a Sol-gel drug delivery program; Nature Identical™ peptides for treatment of various ailments; non-addictive analgesic peptides as a replacement to the highly addictive analgesics such as morphine, fentanyl and oxycodone; and a therapeutic product for treating athletes who suffer from concussions (mild traumatic brain injury).

PreveCeutical sells CELLB9[®], an 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. This product is available on the Company's website.

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 and President

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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 any statements regarding beliefs, plans, expectations and orientations regarding the future including, without limitation, the ability of the Company to complete the current phase of the Program; matters related to the Company's current and planned research and development programs, including, the Program and the use of the Program's potential resultant products as therapies for diabetes or obesity; the efficacy of the Company's products, generally; the Company's anticipated business plans; and the prospect of its ability and success in executing its proposed plans. Forward-looking statements are based on certain assumptions regarding the Company, including expected growth, results of operations, performance, industry trends and growth opportunities. 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, obtain any required governmental, regulatory or stock exchange approvals, permits, consents or authorizations, including Canadian Securities Exchange acceptance of the Program; complete the Program; continue its research programs; 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, biotechnology or pharmaceutical industries, 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, 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.

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.