FOR IMMEDIATE RELEASE

News Release **January 14, 2020**

PreveCeutical Announces Further Updates to the Successful Engineering & Cell-Based Efficacy Screening of its Smart-siRNA Constructs for its Dual Gene Therapy Research Program

Vancouver, British Columbia: PreveCeutical Medical Inc. (the "Company" or "PreveCeutical") (CSE: PREV, OTCQB: PRVCF, FSE: 18H), is pleased to provide a further update on its dual gene therapy research program (the "**Dual Gene Therapy Program**"), an important and fundamental aspect of which involves the design, synthesis and screening of small interfering RNA ("**siRNA**") constructs in downregulating the gene of interest that the Company is targeting in connection with its research on curative and prevention therapies for type 2 diabetes and obesity.

PreveCeutical previously announced that the Company has successfully completed the design and synthesis of a panel of Smart-siRNAs and that upon screening of these Smart-siRNA constructs, their gene silencing (potency) was found to be retained and furthermore comparable to the native siRNA constructs (see news release dated September 23, 2019). This was an important development, confirming that the proprietary chemistry applied during the development of the Smart-siRNAs did not compromise the efficacy and specificity of the panel of siRNA constructs.

PreveCeutical is pleased to confirm that a further, potent novel siRNA construct has been added to the panel. This construct has been engineered into a Smart-siRNA form and its screening is anticipated to be completed in the near future. If successful, the screening of this new Smart-siRNA construct would bring to a close one aspect of the current phase of the Dual Gene Therapy Program aimed at identifying novel Smart-siRNA sequences for the Company's target gene of interest in type 2 diabetes and obesity.

The Smart-siRNA constructs have been designed with the final phase of the Dual Gene Therapy Program in mind, where the construct's biostability will be essential for assessment in preclinical (mice) models of type 2 diabetes and obesity.

PreveCeutical's President and Chief Science Officer, Dr. Mak Jawadekar stated, "According to two of the pharmacuetical industry's top analysts, Paul Verdin and Lisa Urquhart of Evalute Ltd, cell and gene therapy is at one of its most exciting phases of growth and has gained momentum with recent deal making, product sales and interest in the BioPharma sector. With the progress that PreveCeutical has made with its Dual Gene Therapy Program, I believe that PreveCeutical could attract offers from companies in the BioPharma sector for future collaborations and

partnerships." (See August 2, 2019 editorial by Paul Verdin and Lisa Urquhart in "BioPharma Dealmakers" found at https://biopharmadealmakers.nature.com.)

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 soluble 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).

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

"Dr. Makarand (Mak) Jawadekar"
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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, the completion of one aspect of the current phase of the Dual Gene Therapy Program, the efficacy of the Company's products, matters related to the Company's current and planned research and development programs, including the Dual Gene Therapy Program, the efficacy of the panel of siRNA constructs and the efficacy, biostability and potency of the Smart-siRNAs, the Company's anticipated future business plans and its prospect of success in executing thereon. 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 and research and development activities (including in respect of the successful completion of the Dual Gene Therapy Program and one aspect of its current phase), performance, industry trends, growth opportunities, and that the Company will be able to obtain the financing required to carry out its planned future business 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 completion of the Dual Gene Therapy Program and one aspect of its current phase, actual results of research and development programs, the inability of the Company, to, among other things,

protect its intellectual property, obtain any required governmental, regulatory or stock exchange approvals, permits, consents or authorizations required, including Canadian Securities Exchange acceptance of any planned future activities, commercialise any therapeutic and diagnostic technologies, execute its proposed business plans, pursue business partnerships, complete its research and development programs as planned, including the Dual Gene Therapy 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 biotechnology, pharmaceutical or cannabis industry 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.