



Dr. Brian O'Connor Joins Veritas Pharma Advisory Board

VANCOUVER, British Columbia, Jan. 02, 2018 -- **Veritas Pharma Inc.** (CSE:VRT) (OTC:VRTHF) (Frankfurt:2VP), (**"Veritas" or the "Company"**) is pleased to announce that Dr. Brian O'Connor, a consultant in respiratory medicine, has joined its advisory board. He is a clinical expert in the areas of asthma, Chronic Obstructive Pulmonary Disease (**"COPD"**), allergic disease, and lung cancer; in addition to, being an active clinical researcher committed to investigating new treatment strategies in Airways Disease.

Veritas CEO, Dr. Lui Franciosi stated "Dr. O'Connor brings a great reputation of clinical excellence and scholarly research. He will advise us on how to best position the Company's therapeutic cannabis strains in medical practice as well as assist scientists at our research arm, Cannevert Therapeutics Ltd., with their current research projects."

Dr. Brian O' Connor MD, FRCP, FRCPI, is a leading consultant in general and respiratory medicine based in London, United Kingdom. Having graduated in Dublin in 1980, where he completed his general medical training, he passed the entrance exam to become fellow of the Royal College of Physicians of Ireland in 1984 before taking up residence in London. There, he completed his specialist training in respiratory medicine at the reputable Royal Brompton Hospital. While in residence, he established a cutting edge clinical research facility for researching new treatments for airway diseases as well as completing an MD thesis that investigated airway inflammation and asthma.

Being committed to research as well as education, he was appointed Senior Lecturer at the National Heart and Lung Institute, the same year he became Consultant in Respiratory Medicine at the Royal Brompton Hospital. In 1997 he continued his clinical research at King's College School of Medicine, becoming Consultant Respiratory Physician at King's College Hospital until 2008, when he took up full-time private practice.

He launched the London Chest Clinic in 2009, aiming to tailor healthcare management for patients who want to take charge of their own health whether insured or not. He has published over 200 papers in peer-reviewed journals, edited and written chapters for books, as well as participated in scientific meetings on the international stage. He's an active member of the international respiratory community where he frequently attends meetings and conferences. With expertise in all aspects of respiratory medicine, he takes a special interest in the treatment and management of airway diseases, asthma, smoking-related lung disease, lung cancer, lung infections, and many more. Dedicated to his patients, he provides the best possible bespoke care for each individual case.

Veritas Pharma aims to profit from Dr. O'Connor's knowledge and expertise along with the help of its Medical Director, Dr. Scott Alexander in providing physicians and patients with the best clinical advice on the use of its scientifically tested and clinically proven cannabis therapies. Last week's announcement about Health Canada issuance of a Dealer Licence to Cannevert will only accelerate the Company's efforts in bringing new therapeutic strains to market in the coming months and years.

About Veritas Pharma Inc.

Veritas Pharma Inc. is an emerging pharmaceutical and IP development company, who, through its 80% owned subsidiary Cannevert Therapeutics Ltd. (**"CTL"**), is advancing the science behind medical cannabis. It is the Company's aim, through its investment in CTL, to develop the most effective cannabis strains (cultivars) specific to pain, nausea, epilepsy and PTSD, solving the critical need for clinical data to support medical marijuana claims. CTL's unique value proposition uses a low-cost research and development model to help drive shareholder value, and speed-to-market. Veritas investment in CTL is led by strong management team, bringing together veteran academic pharmacologists, anesthetists & chemists. The company's commercial mission is to patent protect IP (cultivars & strains) and sell or license to cancer clinics, insurance industry and pharma, targeting multi-billion dollar global markets.

Veritas Pharma Inc. is a publicly traded company which trades in three countries including Canada, on the Canadian Stock Exchange under the ticker VRT; in the United States, on the OTC under the ticker VRTHF; and in Germany, on the Frankfurt exchange under the ticker 2VP.

For more information, please visit our website: veritaspharmainc.com

On behalf of the Board of Directors

"Dr. Lui Franciosi"

Dr. Lui Franciosi

President and Chief Executive Officer

Further information about the Company is available on our website at www.veritaspharmainc.com or under our profile on SEDAR at www.sedar.com and on the CSE website at www.thecse.com.

Investor and Public Relations Contact

Veritas Pharma Inc.

Sam Eskandari

Telephone: +1.416.918.6785

Email: ir@veritaspharmainc.com

Website: www.veritaspharmainc.com

The CSE has not reviewed, nor approved or disapproved the content of this press release.