



MEDI PURE

PHARMACEUTICALS

Medipure Holdings Inc. Announces a Filing of its Provisional Patent for Psoriasis Treatment

*Treatment for Inflammatory Skin Conditions Added to Innovative
Pharmaceutical Company's Portfolio of Prescription Medications*

Vancouver, Canada (May 19, 2021) – [Medipure Pharmaceuticals Inc.](#) (“MPI”), a wholly owned subsidiary of Medipure Holdings Inc. (together with MPI, “Medipure” or the “Company”), a biopharmaceutical incubator committed to discovering and developing proprietary prescription drugs focused on the endocannabinoid system, is pleased to announce the submission of provisional patent application to the United States Patent and Trademark Office (“USPTO”) for MP-30X technology entitled “METHODS TO PRODUCE NOVEL FORMULATIONS TO TREAT INFLAMMATORY SKIN CONDITIONS” US 63/179,075 with a filing date of April 23, 2021. This invention relates to a novel topical/dermal formulation for the treatment of inflammatory skin diseases including psoriasis, psoriatic arthritis and atopic dermatitis.

“Filing this intellectual property about our novel formulation that treats inflammatory skin diseases including psoriasis and related clinical conditions is a big milestone,” said Boris Weiss, Chairman and CEO of Medipure Holdings Inc. “This is an exciting time for Medipure given our business development and growth, and developing MP-30X has strengthened our portfolio of drugs pipeline and I am grateful for our superb team and all they have done and continue to do.”

Medipure develops its core products targeting specific disease areas including pain management, anxiety and mood disorders, dermatology, nausea, appetite, oncology, arthritis, and fatty liver disease. Founded in 2014 and based in Vancouver, Canada with laboratories in Croatia and India, the company is cultivating pharmaceutical products that are non-addictive, have no side effects or toxicity, better efficacy at lower doses, and are absorbed by the body much quicker, and are more efficient with a longer life span than drugs currently available on the market.

“MP-30X is a distinctive topical/dermal formulation that comprises novel receptor-targeting molecules that can impact psoriasis as well as inflammation and wound healing processes without affecting the systemic immune system like other psoriasis-related treatments,” stated Dr. Nihar Pandey, Chief Scientific Officer of Medipure. “By using this strategy, we have avoided the prevalence of any secondary infection or illness unlike

other medications. MP-30X has a better therapeutic window over standard medications and is safer for prolonged therapeutic use.”

Medipure continues with its patent applications for MP-30X in additional markets through the Patent Cooperation Treaty and will provide updates accordingly.

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About Medipure

Medipure is a biopharmaceutical incubator committed to discovering and developing proprietary endocannabinoid system-based prescription drugs for targeted diseases by regulating specific molecular mechanisms.

Cautionary Note Regarding Forward Looking Information

This release includes certain statements that may be deemed “forward-looking statements”. All statements in this release, other than statements of historical facts, that address events or developments that the Company expects to occur, are forward-looking statements. Forward-looking statements are statements that are not historical facts and are generally, but not always, identified by the words “expects”, “plans”, “anticipates”, “believes”, “intends”, “estimates”, “projects”, “potential” and similar expressions, or that events or conditions “will”, “would”, “may”, “could” or “should” occur, negative of these terms, or other similar expressions intended to identify forward-looking statements. These forward-looking statements include, among other things, statements relating to: the expected medical benefits, viability, safety, efficacy, and dosing. Forward-looking statements are based on certain assumptions made by the Company in light of the experience and perception of historical trends, current conditions, and expected future developments and other factors it believes are appropriate, and are subject to risks and uncertainties. Although we believe that the assumptions underlying these statements are reasonable, they may prove to be incorrect, and we cannot assure that actual results will be consistent with these forward-looking statements. Given these risks, uncertainties, and assumptions, readers should not place undue reliance on these forward-looking statements. Whether actual results, performance, or achievements will conform to the Company’s expectations and predictions is subject to a number of known and unknown risks, uncertainties, assumptions, and other factors, including the inherent uncertainty of product development; our patent application may not be successful, third-party claims relating to misappropriation of their intellectual property; and our reliance on current early-stage research regarding the medical benefits, viability, safety, efficacy, and dosing of MP-30X. If any of these risks or uncertainties materialize, or if assumptions underlying the forward-looking statements prove incorrect, actual results might vary materially from those anticipated in the forward-looking statements.

Information contained in forward-looking statements in this news release is provided as of the date of this news release, and we disclaim any obligation to update any forward-looking statements, whether as a result of new information or future events or results, except to the extent required by applicable securities laws. Accordingly, readers should

not place undue reliance on forward-looking statements or the information contained in those statements.

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