

CannAssist International Corp.

CannAssist International Corp. is a wellness company built upon its proprietary technology CiBiDinol™. CiBiDinol™ is CannAssist’s unique CBD-based delivery system effectively designed to enhance the stability, performance and bioavailability of CBD in health and wellness products. CannAssist uses its proprietary CiBiDinol™ as the basis for its new line of Xceptol Brand Products to be launched August 2020.

CannAssist International was born out of Xceptol Labs. Founded by Mark Palumbo whose personal struggles with chronic pain and disease associated anxiety inspired its birth. From his early experiences studying hemp-based materials, Mark learned the inherent instability and lack of penetration of the oil and the oil soluble cannabinoids. Subsequent research led to the delivery mechanism designed to carry CBD to the places where it can ‘do its thing’. The resulting technology was named CiBiDinol™.

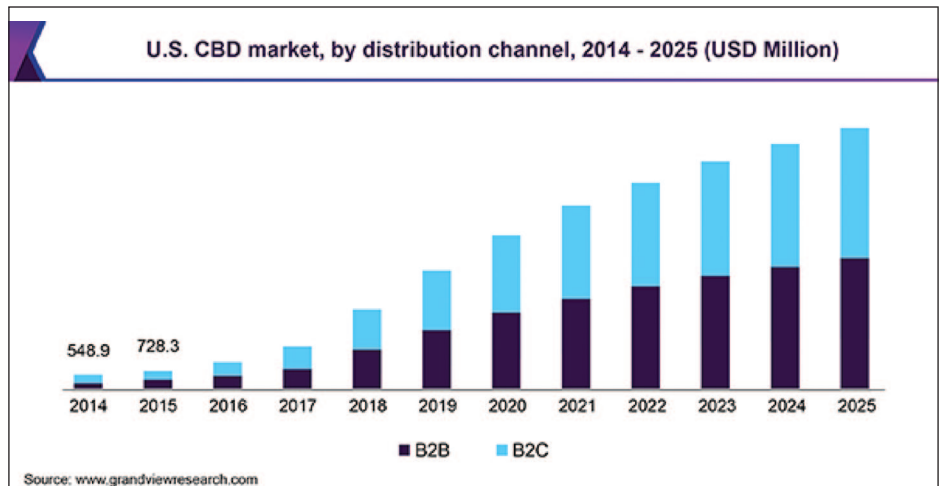
“I have been a chronic pain sufferer for more than 30 years. Three back surgeries, opiates and NSAIDS were used to mitigate

my discomfort”, stated Mr. Palumbo. He added, “my wife had a bout with breast cancer and the attendant anxiety that came with it. Though this came a bit too late to help Marla, products made from this technology removed these medications from my life. I couldn’t help but understand the very many people this could help and proceeded to commercialize process and product towards that end.”

The Company determined that faster, better penetration and greater shelf life for CBD would define this technology. By utilizing independent third-party lab testing it was revealed consumer products made from CiBiDinol™ penetrated the skin 400% greater than CBD in oil carriers alone and 300% greater in the gut. The test results implied that significantly less CBD was needed to achieve targeted endpoints resulting in lower costs and subsequently lower consumer prices for effectively better products. Additionally, CiBiDinol’s™ design, due to its encapsulation characteristics, showed a significant improvement in CBD stability. The testing done to date supports a shelf life of up



Mark Palumbo, Founder



The overall retail market projected to be \$22B by 2023. - Source: Brightfield Group
 This from a \$263MM market performance in 2017. - Source: New Frontier Data



Xceptol Unscented CBD Pain Cream



Xceptol CBD Capsules

private and white-label projects.

Xceptol, CannAssist's CBD Brand is on target to market launch in August 2020. Xceptol will introduce an OTC registered topical pain lotion closely followed by drops and capsules. Sales plans for the consumer products include our direct sales, distribution, online sales, marketing, advertising and a high-profile PR roll out including Hollywood Celebrities and professional athletes, social media, influencers, print and online advertising.

CannAssist's first year sales are projected to reach US\$5MM. "This is based upon current revenue from raw material and test market sales, licensing agreements, international distribution and retail sales of the Xceptol Brand", stated Mr. Palumbo. He added, "a product pipeline is populated and expanding. Additional products are expected to inspire strong steady sales growth in the years ahead."

CannAssist's launch of its Xceptol brand into the retail segment is supported by a consistent high-quality, high-performing product line, experienced large volume OTC certified manufacturing facilities, 3rd party testing and organically achieved early revenue.

www.xceptol.com ■

This material contains forward-looking statements. In addition, from time to time, we or our representatives may make forward-looking statements orally or in writing. We base these forward-looking statements on our expectations and projections about future events, which we derive from the information currently available to us. Such forward-looking statements relate to future events or our future performance, including our financial performance and projections; our growth in revenue and earnings; and our business prospects and opportunities. You can identify forward-looking statements by those that are not historical in nature, particularly those that use terminology such as "may," "should," "expects," "anticipates," "contemplates," "estimates," "believes," "plans," "projected," "predicts," "potential," or "hopes" or the negative of these or similar terms. In evaluating these forward-looking statements, you should consider various factors, including: our ability to change the direction of the Company; our ability to keep pace with new technology and changing market needs; and the competitive environment of our business. These and other factors may cause our actual results to differ materially from any forward-looking statement. Forward-looking statements are only predictions. The forward-looking events discussed in this document and other statements made from time to time by us or our representatives, may not occur, and actual events and results may differ materially and are subject to risks, uncertainties and assumptions about us. We are not obligated to publicly update or revise any forward-looking statement, whether as a result of uncertainties and assumptions, the forward-looking events discussed in this document and other statements made from time to time by us or our representatives might not occur.

to 2 years; this for a material that degrades under normal conditions within 3-4 months.

Founder Mark Palumbo earned a degree in biology and has over 35 years combined experience in Pharmaceuticals and Personal Care. Mr. Palumbo has a broad vision for CannAssist which includes product lines and treatments of his own designs. "Oversight of manufacturing and 3rd party testing of this trademark ingredient pro-

duced consumer products designed to provide clinicians and consumers safe, effective and affordable treatment options to address their personal health and wellness concerns", stated Mr. Palumbo.

CannAssist has developed direct distribution into the personal care industry for its raw material CiBiDinol™ for brands wishing to use this technology under licensing arrangements for contract manufacturing,