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The pharma company " Panaxia Pharmaceutical Industries LTD", the Israeli pharmaceutical cannabis company, announced today that Prof. Aaron Ciechanover, the 2004 Noble Laureate in Chemistry, has been appointed senior member in the advisory committee of Panaxia directorate.

Prof. Aaron Ciechanover (72), the first Israeli scientist to win a Noble Prize, accepted the award for his research in the discovery of ubiquitin-mediated protein degradation.

Prof. Ciechanover was a significant contributor to understanding the regulatory mechanisms of intracellular processes. He revealed in his laboratory that the ubiquitin system, which is responsible for breaking down proteins in body cells, controls the activities of proteins that act like multiple gene "operating switches" in the cell. He revealed that this system is largely responsible for operating and halting the activities of those switches, and that any disruption may lead to potential tissue dysfunction and malignancy. In this discovery, Prof. Ciechanover provided a key to understanding the ubiquitin system and paved the way to preventing and treating illnesses.

Prof. Ciechanover was born in Haifa, Israel, in 1947. He received his M.Sc., and M.D. from the Hebrew University in Jerusalem. He has a PhD. In Philosophy of Science from the Technion. He serves as a distinguished Research Professor at the Rappaport Family Institute for Research in the Medical Sciences, and as the Janet and David Polak Professor of Life Sciences, at the Rappaport Faculty of Medicine at the Technion.

**Prof. Ciechanover today:** "I am happy to join a pharma company for products based on pharmaceutical cannabis, that has raised the banner for innovation together with science-based knowledge and the adoption of advanced technologies. This is the only way I know to free ourselves from mysticism and provide patients suffering from various illnesses – some of which we have yet to discover – a real therapeutic treatment based on pharmaceutical cannabis."

**Dr. Dadi Segal, CEO and Founder of Panaxia,** added that " The joining of a world-renowned scientist such as Prof. Ciechanover, places Panaxia in the "Big League", and acts as a vote of confidence in the company and its activity. There is no doubt in my mind that he will be a significant contributor in the researches we conduct, to make pharmaceutical cannabis accessible to a greater number of patients and a wider range of illnesses."

The global pharmaceutical-cannabis market is a 13-billion-dollar annual market, growing 30% every year. Panaxia Israel is the largest pharmaceutical-cannabis manufacturer in Israel today, manufacturing over 50,000 products per month in the Israeli market alone. The company, which operates in the field of cannabis, adhering strictly to the highest medical standards in Israel and the world today, manufactures 9 out of 10 pharmaceutical-cannabis brands in Israel, including the premium brand "Axiban" in collaboration with "Rafa" pharmaceutical company. Panaxia group is also the first company to receive a permit to manufacture medication based on pharmaceutical cannabis (IMC-GMP standard) and has a permit to provide manufacturing and distribution services of pharmaceutical cannabis products in Israel.

### **About Panaxia Israel**

**Panaxia Israel is part of the pharmaceutical group of the Segal family, operating for over four decades, and manufacturing over 600 different pharmaceutical products, which it distributes in over 30 countries. Panaxia was founded by Dr. Dadi Segal, Dr.Eran Goldberg and Assi Rotbart, LL.b, and constitutes the Group's cannabis division. In addition, the sister-division of North America manufactures over 60**

**pharmaceutical products based on medical cannabis, including sublingual tablets, oral tablets, oils, inhalers, and more, intended to treat conditions such as post-traumatic stress, cancer, chronic pains, epilepsy, anorexia, burns, and many other medical conditions. Panaxia employs around 90 employees and all clinical experiments are conducted by the company.**

**The pharmaceutical group of the Segal family includes the Luminera divisions, which manufacture wrinkle filler injections, and TREE OF LIFE, which manufactures non-prescription drugs.**

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