



FOR IMMEDIATE RELEASE

Cam Battley Joins Aurora as Senior Vice President, Communications and Medical Affairs

March 14, 2016 – Vancouver, British Columbia - Aurora Cannabis Inc. (CSE: ACB) (FRANKFURT: 21P) (WKN: A1C4WM) (OTCQB: ACBFF) ("Aurora" or the "Company") is pleased to announce the appointment of Mr. Cam Battley as Senior Vice President, Communications and Medical Affairs. Battley will be operating in close proximity to Ottawa and Toronto, and will be responsible for external communications, collaboration with the medical community, business development, government relations, and patient and other stakeholder initiatives.

Battley is currently the Chair of the Advocacy Committee for the Canadian Medical Cannabis Industry Association (CMCIA), the trade association for Licensed Producers under Health Canada's *Marihuana for Medical Purposes Regulations* ("MMPR"), and was previously Vice President of Communications and Corporate Development for another leading licensed producer under the MMPR.

As the founder of Health Strategy Group Inc., a health sector management consultancy, Battley is a seasoned healthcare industry strategist with global experience in developed and emerging markets. He has spent more than 15 years working with international health professional NGOs, innovative and generic pharmaceutical companies, and biotechnology and medical device companies, developing and executing key initiatives in general management, professional education, brand strategy, marketing, sales, business development, medical affairs, government affairs and communications in North America, Europe, Asia and Africa.

Battley also served previously as Vice President, Creative of Canada's largest healthcare communications firm, and was Director of Communications for Canada with Eli Lilly and Company. He arrived in the health sector after working as Legislative Assistant to the Canadian Minister of Consumer and Corporate Affairs, where he was responsible for developing legislation and steering it through the House of Commons, as well as negotiating with Opposition parties and stakeholder groups.

"The Aurora Standard continues to attract the best of the best," said Neil Belot, Chief Brand Officer. "Cam's energy, experience and commitment to excellence are an ideal fit for our team. We will be expanding Cam's involvement in the cannabis sector, and within the culture and community. He will be a key force for positive change among all our industry stakeholders."

"We are delighted that Aurora continues to attract the very best talent in the country," said Terry Booth, CEO. "Cam will be an integral part of our leadership team, bringing unique and valuable skills and experience, as well as a strong understanding of the dynamics of the sector. He will help us execute our strategic plan and further establish Aurora as a global leader in the cannabis industry."

Battley was granted stock options to purchase 300,000 common shares of the Company, exercisable for a period of 5 years, at market price. 50,000 of the options vest immediately and 250,000 vest quarterly over a period of 24 months.

About Aurora

Aurora's wholly-owned subsidiary, Aurora Cannabis Enterprises Inc., is a licensed producer of medical marijuana pursuant to the *Marihuana for Medical Purposes Regulations* and operates a 55,200 square foot, expandable, state-of-the-art production facility in Alberta, Canada. Aurora trades on the Canadian Securities Exchange under the symbol "ACB".

The CSE or other regulatory authority has not reviewed, approved or disapproved the contents of this press release. We seek Safe Harbour.

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