AUXLY APPOINTS FIRST CHIEF PEOPLE OFFICER

News Release

TORONTO, Ontario, May 5, 2021 – Auxly Cannabis Group Inc. (TSX - XLY) (OTCQX: CBWTF) ("**Auxly**" or the "**Company**"), a leading consumer packaged goods company in the cannabis products market, is pleased to announce that it has hired Andrea Fraser as Chief People Officer. In this new role, Ms. Fraser will lead all aspects of the Company's human resources, including crafting talent acquisition strategies, promoting inclusion in the workplace and further developing and evaluating career paths to meet the Company's business goals. Ms. Fraser will also manage Auxly's ongoing response to the impacts of COVID-19 as it relates to its employees and office spaces.

Ms. Fraser brings extensive experience and deep knowledge of leading People and Culture strategy and initiatives for multinational CPG and digital marketing companies, most recently working as Director, Global Human Resources at Tilray.

“We are delighted to welcome Andrea to the Auxly Family,” said Hugo Alves, CEO of Auxly. “We believe she is the right leader to help us continue building an engaged, inclusive and high-performing culture at Auxly.”

Ms. Fraser commented, “I couldn't be more excited to be joining Auxly as its new Chief People Officer. The highly engaged culture that Auxly has created is truly special and I look forward to helping them take these strengths to a new level of performance and success.”

ON BEHALF OF THE BOARD
"Hugo Alves" CEO

About Auxly Cannabis Group Inc. (TSX: XLY)

Auxly is a leading Canadian cannabis company dedicated to bringing innovative, effective, and high-quality cannabis products to the wellness and adult-use markets. Auxly's experienced team of industry first-movers and enterprising visionaries have secured a diversified supply of raw cannabis, strong clinical, scientific and operating capabilities and leading research and development infrastructure in order to create trusted products and brands in an expanding global market.

Learn more at www.auxly.com and stay up to date at Twitter: @AuxlyGroup; Instagram: @auxlygroup; Facebook: @auxlygroup; LinkedIn: company/auxlygroup/.

Investor Relations:

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This news release contains certain "forward-looking information" within the meaning of applicable Canadian securities law. Forward-looking information is frequently characterized by words such as "plan", "continue", "expect", "project", "intend", "believe", "anticipate", "estimate", "may", "will", "potential", "proposed" and other similar words, or information that certain events or conditions "may" or "will" occur. This information is only a prediction. Various assumptions were used in drawing the conclusions or making the projections contained in the forward-looking information throughout this news release. Forward-looking information includes, but is not limited to: the Company's response to the COVID-19 pandemic; future legislative and regulatory developments involving cannabis and cannabis products; and competition and other risks affecting the Company in particular and the cannabis industry generally.

A number of factors could cause actual results to differ materially from a conclusion, forecast or projection contained in the forward-looking information in this release. The forward-looking information in this release is based on information currently available and what management believes are reasonable assumptions. Forward-looking information speaks only to such assumptions as of the date of this release. Readers should not place undue reliance on forward-looking information contained in this release. The forward-looking information contained in this release is expressly qualified by the foregoing cautionary statements and is made as of the date of this release. Except as may be required by applicable securities laws, the Company does not undertake any obligation to publicly update or revise any forward-looking information to reflect events or circumstances after the date of this release or to reflect the occurrence of unanticipated events, whether as a result of new information, future events or results, or otherwise.

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