



Aura Initiates Investor Relations Strategy

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TORONTO, May 24, 2019 -- Aura Health Inc. (the “**Company**” or “**Aura**”) (**CSE:BUZZ**) is pleased to announce that it has engaged two firms to assist with an investor relations strategy for the Company. Adelaide Capital Markets (“Adelaide”) and CanaCom Group, the parent company of The Deep Dive (“**Deep Dive**”) will work closely with Aura’s management team to develop and implement a comprehensive marketing campaign.

Adelaide is a boutique, small-cap investor relations firm with significant relationships in both the institutional and retail landscapes in Canadian and U.S. markets.

Deep Dive which operates the website thedeepdive.ca has expertise in developing an investor following and marketing approach for undervalued stories for its clients in order to gain recognition and exposure in the Canadian capital markets.

Daniel Cohen, CEO of Aura, commented, “With the recent closing of our Pharmadrug acquisition in Germany and advancement of our HolyCanna project in Israel, we believe we have the required building blocks in place to develop a successful vertically integrated business in the quickly evolving Israeli and European medical cannabis markets. We look forward to working with Adelaide and Deep Dive to increase market awareness of our unique and exciting story.”

Under the terms of the engagements, Deep Dive has been retained for a 12-month term and will receive 300,000 common shares of the Company (the “**Common Shares**”) at a deemed price of \$0.22 per share and 400,000 common share purchase options of the Company (the “**Options**”), at an exercise price of \$0.22, expiring on May 24, 2021 and vesting 100,000 Options quarterly. Adelaide has been retained for a three-month term and will receive \$8,000 per month with 100,000 Options at an exercise price of \$0.22, expiring on May 24, 2021 and vesting immediately.

All securities issued in connection with the engagements of Deep Dive and Adelaide are subject to a statutory hold period of four months and one day from the date of issuance thereof.

About Aura Health Inc.

Aura Health is building an international network of vertically integrated cannabis assets. Through an established product line of cannabis-infused edible products and oil extracts, Aura is dedicated to building a high margin downstream business in the medical marijuana sector. The Company owns 80% of Pharmadrug, a German medical cannabis and pharmaceutical distributor, as well as debt that converts to 54% equity of HolyCanna, a cultivation and nursery license holder in Israel. Aura also has a binding letter of intent to purchase CannabiSendak, the builder of a network of high-profile dispensaries in Israel.

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from those implied by such statements. Such statements include reference to Aura's marketing campaign, and the effectiveness of CanaCom, among others. There is no certainty that any of these events will occur. Although such statements are based on management's reasonable assumptions, there can be no assurance that such assumptions will prove to be correct. We assume no responsibility to update or revise them to reflect new events or circumstances.

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