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Use of Non-IFRS Measures
This presentation refers to Adjusted EBITDA because certain investors may use this information to assess the Company’s performance and also determine the Company’s ability to generate cash flow. This data is furnished to provide additional information and are non-IFRS measures and do not have any standardized meaning prescribed by IFRS. Accordingly, these measures should not be considered in isolation nor as a substitute for analysis of the Company’s financial information reported under IFRS.
AUXLY INVESTMENT HIGHLIGHTS: Positioned for success in the growing cannabis industry.

HIGHLY EXPERIENCED AND SKILLED TEAM TO SUCCESSFULLY EXECUTE STRATEGY
• Enterprising visionaries; global experience in CPG and operating in highly regulated environments

DIVERSIFIED SUPPLY CHAIN PROVIDES A SECURE AND COST-EFFICIENT SOURCE OF RAW CANNABIS
• Multiple projects provide predictable, low-cost production supply
• Combination of wholly owned subsidiaries, offtake agreements, joint venture and streaming partners

FOCUSED ON HIGH-MARGIN, VALUE-ADDED SEGMENT OF CANNABIS INDUSTRY
• Production of derivative products to service the medical and adult-use markets
• GMP-compliant facility for extraction and product manufacturing

POISED TO TAKE ADVANTAGE OF A GROWING INDUSTRY
• Solid presence in Latin America; strategic partnerships for growing global markets
#ThisIsAUXLY

Auxly Cannabis Group Inc
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RETAIL AND DISTRIBUTION

PRODUCT DEVELOPMENT

CULTIVATION

CANADA
URUGUAY
A TEAM DEDICATED TO GROWTH: Ambition, passion and commitment are in our DNA.

Chuck Rififi  
Chairman, Chief Executive Officer  
- Co-founder of Canopy Growth (formerly Tweed Marijuana)  
- Founder of Nesta Holding Co., a private equity firm  
- Former Treasurer of the Liberal Party of Canada  
- CPA, MBA (Queen’s University), BASc in Computer Engineering (University of Ottawa)

Hugo Alves  
Director, President  
- Former senior corporate and commercial Partner at Bennett Jones LLP; played a key role in a variety of transactions since the inception of the cannabis industry in Canada  
- Widely regarded as a Canadian cannabis industry pioneer  
- BA (Carleton University; Senate Medal for Outstanding Academic Achievement), JD (University of Toronto)

Mike Lickver  
Senior Vice President, Strategy  
- Co-founded the cannabis practice at Bennett Jones alongside former partner Hugo Alves in 2013  
- Speaks at conferences across North America on topics related to the cannabis industry; Canadian Editor of the International Cannabis Law Journal  
- JD (Western University), MBA (Richard Ivey School of Business)

Jeff Tung, CFA  
Chief Operating Officer  
- Co-founder of CPS Management Partners, returning IRRs in excess of 50% to investors  
- Former Engagement Manager at McKinsey  
- MBA (Richard Ivey School of Business; graduating at the top of his class), Bachelors of Computer Engineering (University of British Columbia)

Brian Schmitt, CPA (CA), CFA  
Chief Financial Officer  
- Former CFO of Enercare Inc.  
- Began career with Ernst & Young, and held senior financial management roles at Citi Financial, Wells Fargo Financial, and MoneyConnect Inc.  
- CPA (CA), CFA, Bachelor of Arts (Commerce) (Western University), Bachelor of Commerce, Honours – Accounting (University of Windsor)

Jeff (JJ) O’Neill  
Head of Commercial  
- Experienced C-suite consumer packaged goods executive  
- 25 years in the fast-moving consumer goods space and in most recent role as President & Chief Operating Officer at High Liner Foods  
- MBA (University of Liverpool, UK), currently pursuing Doctorate in Business

Ian Rapsey  
Chief Creative Officer  
- Award-winning creative director; worked closely with major local and international brands, including Tweed  
- Co-founder and COO of Nesta Holding Co.  
- Formerly creative lead at several world-class design and branding agencies, notably Bruce Mau Design; responsible for the creative and strategic development of several branding initiatives including the Ontario Science Centre and Ask.com

Brad McNamee  
Chief Infrastructure Officer  
- Mechanical contractor specializing in HVAC  
- Previously with Canopy Growth (formerly Tweed); key member of team tasked with pioneering a large-scale indoor environmental production platform  
- Applied Arts and Technology Degree Algonquin College, qualified under the Ontario Building Code
GLOBAL MARKET OPPORTUNITY: Auxly strategically positioned in multiple jurisdictions.

Global Cannabis Market Estimated at US $250bn*  

Canada  
• Cultivation assets and partnerships yielding over 100,000KG of cannabis at scale across 9 partners and wholly owned subsidiaries  
• 42,000 square foot wholly-owned processing asset for the creation of derivative cannabis products  
• Multiple distribution partnerships into the medical and adult-use markets  

Latin America  
• 80% ownership in Inverell S.A.  
• 187 hectares of cultivation currently planted  
• 15,000 square foot extraction and processing facility to be complete by June 2019  

Europe/Asia  
• Distribution access to 22 countries across 5 continents through a strategic partnership with International Cannabis Corp. (CSE:WRLD)  

*Source: Piper Jaffray
### CULTIVATION PROJECTS: Diversified source of supply of over 100,000 kgs per annum.

<table>
<thead>
<tr>
<th>Description</th>
<th>Location</th>
<th>Facility Size</th>
<th>Attributable Initial Annual Production</th>
<th>Operational Stage</th>
<th>First Product Delivery Date</th>
<th>Structure</th>
</tr>
</thead>
<tbody>
<tr>
<td>Large-scale outdoor cultivation of hemp</td>
<td>Montevideo, Uruguay</td>
<td>187 Hectares</td>
<td>1,000kg+ of CBD isolate¹</td>
<td>Licensed and Operational</td>
<td>Q4 2019</td>
<td>80% Owned Subsidiary</td>
</tr>
<tr>
<td>Ultra-premium indoor cannabis cultivation</td>
<td>Kentville, Nova Scotia</td>
<td>27,700 Sq. Ft.</td>
<td>1,100kg</td>
<td>Facility completed and awaiting licensing</td>
<td>Q4 2019</td>
<td>Wholly-Owned Subsidiary</td>
</tr>
<tr>
<td>Purpose-built indoor cannabis cultivation</td>
<td>Carleton Place, Ontario</td>
<td>20,000 Sq. Ft.</td>
<td>1,000kg</td>
<td>Licensed and Operational</td>
<td></td>
<td>Wholly-Owned Subsidiary</td>
</tr>
<tr>
<td>Pod-based premium indoor cannabis cultivation</td>
<td>Winnipeg, Manitoba</td>
<td>80,000 Sq. Ft.</td>
<td>5,000kg</td>
<td>Licensed and Operational</td>
<td></td>
<td>Active Offtake Agreement</td>
</tr>
<tr>
<td>Purpose-built indoor cannabis cultivation and micropropagation</td>
<td>Guelph, Ontario</td>
<td>35,500 Sq. Ft.</td>
<td>800kg</td>
<td>Licensed and Operational</td>
<td></td>
<td>Active Streaming Agreement</td>
</tr>
<tr>
<td>Premium indoor cannabis cultivation</td>
<td>Armstrong, British Columbia</td>
<td>26,667 Sq. Ft.</td>
<td>2,000kg</td>
<td>Licensed and Operational</td>
<td>Q4 2019</td>
<td>Streaming Agreement</td>
</tr>
<tr>
<td>Aquaponics-based indoor cannabis cultivation</td>
<td>Flamborough, Ontario</td>
<td>210,000 Sq. Ft.</td>
<td>1,000kg</td>
<td>Licensed and Operational</td>
<td>Q3 2019</td>
<td>Offtake Agreement</td>
</tr>
<tr>
<td>Large-scale greenhouse cannabis cultivation</td>
<td>Leamington, Ontario</td>
<td>1,400,000 Sq. Ft.²</td>
<td>155,000kg²</td>
<td>Facility under construction</td>
<td>Q1 2020</td>
<td>Joint Venture</td>
</tr>
<tr>
<td>Indoor premium craft cannabis cultivation</td>
<td>Chatham-Kent, Ontario</td>
<td>30,000 Sq. Ft.</td>
<td>1,300kg</td>
<td>Facility nearing end of construction</td>
<td>Q1 2020</td>
<td>Streaming Agreement</td>
</tr>
<tr>
<td>Purpose-built indoor cannabis cultivation</td>
<td>St. John’s, Newfoundland</td>
<td>105,000 Sq. Ft.</td>
<td>4,800kg</td>
<td>Construction to begin in May 2019</td>
<td>Q3 2020</td>
<td>Joint Venture</td>
</tr>
</tbody>
</table>

¹ Annual production expected to ramp up to 10,000kg of CBD isolate by 2021.
² The operations will be phased in over 2020-2021; projected production output is based on the entire facility at full operation, is a joint venture between the parties.

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The KOLAB PROJECT is a wholly owned subsidiary of Auxly and a sales licensed producer pursuant to the Cannabis Act located near Ottawa, Ontario. KOLAB Project seeks to differentiate its cannabis offerings by providing a highly curated experience to its consumer base and by supporting and collaborating with arts and influencers, while maintaining strict regulatory compliance.

<table>
<thead>
<tr>
<th>Description:</th>
<th>Purpose-build indoor cannabis cultivation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Location:</td>
<td>Carleton Place, Ontario</td>
</tr>
<tr>
<td>Facility Size:</td>
<td>20,000 sq. ft.</td>
</tr>
<tr>
<td>Attributable Production:</td>
<td>1,000kg</td>
</tr>
<tr>
<td>Operational Stage:</td>
<td>Licensed and Operational</td>
</tr>
<tr>
<td>First Product Delivery Date:</td>
<td>Active</td>
</tr>
<tr>
<td>Structure:</td>
<td>Wholly-owned subsidiary</td>
</tr>
</tbody>
</table>
Robinson’s Cannabis is a wholly owned subsidiary of Auxly Cannabis Group and a late-stage licensed producer applicant pursuant to the Cannabis Act located in Kentville, Nova Scotia. The application embodies our four core principles of regulatory compliance: safety, security, quality and traceability.

Led by experienced head grower, Andrew Robinson, Robinson’s products have consistently ranked the highest in terms of cannabinoid content, terpene content and overall quality when independently tested against 5,000 other products supplied by various growers.
Sunens (formerly GreenhouseCo) is a joint venture with world renowned cultivation expert Peter Quiring via a newly formed subsidiary.

The first phase of Sunens will be to develop an initial 1.4 million square feet of greenhouse in Leamington, yielding approximately 155,000 kg of product per year. The site sits on 100 acres of land, hosts 30 megawatts of dedicated power and is expandable up to 2.8 million square feet.

Sunens will utilise best-in-class, fully automated benching system from Peter’s relationships with Dutch greenhouse automation providers. The deployment of advanced technologies at this facility will ensure traceability, quality and security of cannabis product.

<table>
<thead>
<tr>
<th>Description</th>
<th>Large-scale greenhouse cannabis cultivation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Location</td>
<td>Leamington, Ontario</td>
</tr>
<tr>
<td>Facility Size</td>
<td>1,400,000 sq. ft.*</td>
</tr>
<tr>
<td>Attributable Production</td>
<td>155,000 kg*</td>
</tr>
<tr>
<td>Operational Stage</td>
<td>Facility under construction</td>
</tr>
<tr>
<td>First Product Delivery Date</td>
<td>Q1 2020</td>
</tr>
<tr>
<td>Structure</td>
<td>Joint Venture</td>
</tr>
</tbody>
</table>

* The operations will be phased in over 2020-2021; projected production output is based on the entire facility at full operation, is a joint venture between the parties.
INVERELL S.A.: Building the dominant cultivation and extraction footprint in LATAM.

OVERVIEW OF OPERATIONS

- Large-scale licensed cannabis operator in Montevideo, Uruguay
- Currently has 187 hectares of hemp plants in the ground, expandable to 300 hectares
- 1 extraction lab (expected completion in June 2019) across 1,500 sqm

EXTRACTION AND MANUFACTURING

- Extraction facility located within a 55 ha science focused business park ("Parque de las Ciencias")
- The 15,000 square foot facility will consist of a cold ethanol extraction lab for CBD isolate production
- Located 5 minutes away from international airport and 40 minutes away from port of Montevideo

SALES AND DISTRIBUTION

- Actively negotiating strategic partnerships and distribution channels across Latin America
- Will leverage product formulation and manufacturing IP from Auxly’s cannabis product and R&D facility, Dosecann, in Canada

KEY MILESTONES

- Inverell receives cultivation license and plants 16 ha of hemp
  Oct – Dec 2017
- Auxly incorporates Zeratol S.A. in Free Trade Zone
  Apr 2018
- Commence extraction and purification testing at R&D lab
  Nov 2018
- Extraction lab retrofit complete
  June 2019E
- Products ready for sale. Estimate 1,000kg+ of CBD isolate (pharma grade)
  Dec 2019E
- Inverell Today

Auxly acquires 80% ownership of Inverell
Jan 2018
- Inverell plants 187 ha of hemp across 5 sites
  Oct – Dec 2018
- Inverell Today

Inverell Today

Jul - Oct 2019E
Inverell Today

Installation and commercialization of extraction lab

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**PRODUCT DEVELOPMENT:** Dosecann equipping Auxly to capture market share as soon derivative products are legalized.

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**Gross Margin Comparison Across Product Lines**

![Gross Margin Comparison Chart](chart.png)

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**Key Facts and Figures**

- Strategically located in Charlottetown, PEI to take advantage of existing robust bio pharma industry
- State-of-the-art, GMP-compliant, purpose-built 42,000 sq. ft. facility for cannabis oil production and strong commitments to sustainable development
- Experienced management team with proven ability for product development, R&D, and operating manufacturing facilities
- Well positioned to take advantage of attractive end markets
- Significant strategic growth opportunities and upside through product development and R&D
STRATEGIC PARTNERS: With our deep industry connections, we have partnered with leaders in the cannabis industry to leverage best practices, accelerate growth and bring the best products to market.

KGK Science
KGK Science is a wholly owned subsidiary of Auxly and operates as a contract research organization based in London, Ontario.
For nearly two decades, KGK has served many of North America’s leading nutraceutical, natural health products and consumer packaged goods companies.
KGK works with their clients in substantiating claims for their products through randomized clinical trials in addition to providing other research services such as participant recruitment, regulatory compliance solutions, research support services and consulting. Along with KGK’s involvement in the health and wellness space, KGK has expanded their research capabilities to include cannabinoid and animal products in recent years.

Dixie Brands
Dixie Brands, parent of Dixie Elixir, is a leading producer and brand of cannabinoid infused products in the United States.
AUXLY has entered into an exclusive licensing arrangement with Dixie for access to the branding and formulation methodologies for over 100 products in Dixie’s portfolio.
These products are intended for distribution into both the Canadian medical and adult use markets.

Province Brands
Province Brands is a highly disruptive, Toronto, Ontario based cannabis-based beverage company. Province retains a patent-pending process to create the world’s first beer brewed from cannabis.
With a dose-response curve similar to that of alcohol, Province provides a safer and healthier alternative designed to challenge the $1.2tn alcohol industry.
AUXLY holds a 10% equity stake in Province Brands

Inner Spirit
Parent of Spirit Leaf Inc, Inner Spirit aims to be the leader in franchising retail dispensaries and is the first and only cannabis company granted Canadian Franchise Association membership. To date, Inner Spirit has over 100 corporate and franchise Spiritleaf retail cannabis locations under development in Canada.
AUXLY owns approximately 15% of the outstanding shares of Inner Spirit and has a Strategic Alliance Agreement with Inner Spirit, pursuant to which AUXLY and Inner Spirit will collaborate on retail initiatives including product acquisition and in-store marketing and branding.

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DOMESTIC DISTRIBUTION CHANNELS: Focus on higher margin medical channels, wholly-owned retail, provincial retailers and strategic partners.

**Medical**

**Kolab Project:** Auxly has a wholly owned licensed facility in Carleton Place, Ontario. Auxly will be able to leverage our existing license to access the medical cannabis regime and distribute cannabis products directly to patients across Canada.

**Proprietary Medical Channels**

Established relationships with managed service providers: exclusive partnerships to develop and implement medical cannabis distribution and education services at locations across Canada.

Direct marketing and interaction with patients.

**National Labor Union:** 120,000+ eligible members.

**Managed Service Provider:** providing managed healthcare services for over 540,000 patients in seniors assisted and independent living environments.

**Wholly-Owned Retail Outlets**

**Kolab Project:** Obtained permit to operate a cannabis retail store in Lloydminster, Saskatchewan.

**E-Commerce:** Auxly has the right to sell recreational cannabis online in Saskatchewan.

**Other Provincial Retailers**

**Atlantic Cultivation:** Strategic partnership to jointly own and operate retail locations through Newfoundland & Labrador.

**Inner Spirit:** Strategic Alliance Agreement with Inner Spirit, pursuant to which Auxly and Inner Spirit will collaborate on retail initiatives including product acquisition and in-store marketing and branding. In the process of opening 25-30 locations that have already been approved. Potential for over 100+ locations across Canada.

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STRATEGIC FOCUS OVER THE NEXT 12 MONTHS: Focused on high-margin, value-added branded medical and adult-use derivative products.

KEY MILESTONES

- **Legalization and first sales of cannabis (dried flower, certain extracts)**
  - Oct 2018
- **Health Canada introduces draft regulations for legalization of edibles and other derivative products**
  - Dec 2018
- **A CRITICAL YEAR AHEAD**
  - Present Day
- **Sale of edibles and other derivative products expected**
  - Q4 2019
- **Anticipated normalized state of the adult-use market**
  - 2021 +

2019 OBJECTIVES

- Complete product R&D, formulation and manufacturing activities at Dosecann in preparation for the legalization of derivative products
- Complete construction on all ongoing cultivation assets, including our joint venture partner Sunens’ state-of-the-art greenhouse facility, expected to provide supply of over 100,000 kg of cannabis in 2020
- Continue to support the rollout of Kolab and Robinsons and build brand awareness
- Opportunistically expand our footprint in international markets to facilitate the sale of CBD derived from Inverell, our large-scale hemp cultivation operation in Uruguay
CAPITALIZATION TABLE: Strong cash position; well-positioned to execute on strategic objectives.

<table>
<thead>
<tr>
<th>SHARE STRUCTURE AS OF DECEMBER 31, 2018</th>
<th>AMOUNT</th>
<th>PERCENTAGE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Common Shares Outstanding</td>
<td>581.4M</td>
<td>73.4%</td>
</tr>
<tr>
<td>Stock Options (weighted average exercise price of $0.889)</td>
<td>39.6M</td>
<td>5.0%</td>
</tr>
<tr>
<td>Warrants (weighted average exercise price of $1.539)</td>
<td>106.7M</td>
<td>13.5%</td>
</tr>
<tr>
<td>Convertible Debentures (strike at $1.55)</td>
<td>63.9M</td>
<td>8.1%</td>
</tr>
<tr>
<td>Fully Diluted Shares</td>
<td>791.8M</td>
<td>100%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>CAPITAL STRUCTURE AS OF DECEMBER 31, 2018</th>
<th>AMOUNT</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cash &amp; Equivalents</td>
<td>211.7M</td>
</tr>
<tr>
<td>Convertible Debentures</td>
<td>100.0M</td>
</tr>
</tbody>
</table>
Appendix
### APPENDIX: Our subsidiaries.

<table>
<thead>
<tr>
<th>Subsidiary</th>
<th>Location</th>
<th>Facility Type</th>
<th>License Status</th>
<th>Equity %</th>
<th>Facility Size</th>
<th>Est. CBD Isolate Production</th>
<th>Extraction Method</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Inverell Summary</strong></td>
<td>Uruguay</td>
<td>Outdoor</td>
<td>Licensed and Operational</td>
<td>80%</td>
<td>187 Ha</td>
<td>~1,000kg+/year¹</td>
<td>Cold ethanol extraction facility</td>
</tr>
<tr>
<td><strong>Kolab Project</strong></td>
<td>Ontario, Canada</td>
<td>Indoor</td>
<td>Licensed and Operational</td>
<td>100%</td>
<td>20,000 sq. ft.</td>
<td>1,000 kg/year</td>
<td>Cold ethanol extraction facility</td>
</tr>
<tr>
<td><strong>Robinsons Cannabis</strong></td>
<td>Nova Scotia, Canada</td>
<td>Indoor</td>
<td>Awaiting License</td>
<td>100%</td>
<td>27,700 sq. ft.</td>
<td>1,100 kg/year</td>
<td></td>
</tr>
<tr>
<td><strong>Dosecann</strong></td>
<td>Prince Edward Island, Canada</td>
<td>Extraction, Processing &amp; Manufacturing</td>
<td>Licensed Processor and Analytical Testing Lab</td>
<td>100%</td>
<td>42,000 sq. ft.</td>
<td>CO₂:14,000 kg/year Ethanol:140,000 kg/year</td>
<td>GMP compliant facility with full analytical laboratory and extraction</td>
</tr>
<tr>
<td><strong>KGK Science</strong></td>
<td>Ontario, Canada</td>
<td>CRO (Indoor Lab &amp; Clinic)</td>
<td>R&amp;D License (applicant)</td>
<td>100%</td>
<td>5,000 sq. ft.</td>
<td></td>
<td>NHPs, Cannabis, Health, food &amp; Nutraceuticals</td>
</tr>
</tbody>
</table>

¹ Annual production expected to ramp up to 10,000kg of CBD isolate by 2021.

Auxly Cannabis Group Inc  
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CULTURE OF LEADERSHIP: Our people are the key to our success.

310 employees across Auxly head office and subsidiaries

- 23 PhDs
- 36 Masters degrees
- 117 Science degrees
- 5 Medical Doctorates

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Dr. Tina Woollard
Chief Science Officer, Dosecann
- Manufactured and developed hundreds of clinical trial products
- Managed the Product Development team at GW Pharma
- Key contributor to multiple cannabinoid projects including Sativex, Epidiolex, injectables, solid oral dosage forms and THCV products at GW Pharma
- Led multidisciplinary international development for a new drug/device combination product for US market

Dr. Bob Chapman
Chief Operating Officer, Dosecann
- Published widely, holds several patents, and has presented at numerous scientific symposia
- Led a national program and strategic projects focused on the development of Natural Health Products and functional ingredients with private sector companies
- Participates on many boards, committees, societies and standards groups, including Canada’s National Cannabis Standardization Advisory Committee and NRC-IRAP’s Cannabis Advisory Committee
- Obtained multiple patents for discoveries at various start-up companies

Peter Crooks
Chief of Product Innovation, Dosecann
- Atlantic Canada’s Top 50 CEOs in 2017
- Grew Canada’s Smartest Kitchen into the country’s leading and globally-recognized food product development center
- Led a team of 15 product developers (chefs & food scientists) and assisted clients launch more than 1,500 food products into international markets
- Established Science & Technology partnerships in more than 8 countries
- Has held more than 10 seats on private and non-profit boards in 4 countries

Najla Guthrie
President and Chief Executive Officer, KGK Science
- Responsible for the co-development of Diabietol™ and Dermytol™ and for the commercialization and licensing of KGK’s cholesterol reduction product, Sytrinol™
- Published over 50 papers in peer-reviewed journals
- Led and managed the KGK’s growth of its contract research business over the past 22 years; developed the team that today maintains a reputation for world-class nutraceutical science
- Given numerous invited presentations at national and international scientific and industry events

Dr. Raúl Urbina
Chief Executive Officer, Inverell
- Founded and led Stevia One to become one of the largest and lowest cost producers of stevia in the world
- Significant history of managing high-tech agricultural projects with a strong focus on innovation and the extraction of high value molecules from plants
- Developed superior strains of stevia which allowed Stevia One to achieve the highest yielding and lowest cost production of stevia in the world
- Designed and managed the fully mechanized stevia plantation and high throughput extraction facility at Stevia One
BOARD OF DIRECTORS: Governance in support of Auxly’s strategy.

Chuck Rifici  
Chairman, Chief Executive Officer

Genevieve Young  
Independent Director

Genevieve Young is the President and Chief Operating Officer of Global Public Affairs, Canada’s leading privately held strategic communications and government advocacy consultancy representing some of Canada’s largest and most dynamic organizations. Genevieve has two decades of experience in public affairs, leading national mandates and campaigns across jurisdictions and managing multiple stakeholders, government(s) and media. Genevieve’s focus has expanded to the emerging cannabis industry as the executive champion of Global Public Affairs’ Cannabis team guiding the practice as they rapidly scale to meet market and service evolution demand. Genevieve is responsible for all Global Public Affairs’ corporate functions, driving an aggressive growth trajectory across all existing and potential markets, practice and service lines. She holds a Bachelor of Arts in Canadian Politics and an MBA from the Smith School of Business at Queen’s University.

Jean-Paul Gaillard  
Independent Director

Jean-Paul Gaillard is a seasoned executive with more than 30 years of experience leading large organizations as Chief Executive Officer. Most recently, Jean-Paul was the Founder, Chairman and CEO of Ethical Coffee Company where he was instrumental in turning the single serve-coffee from a monopoly into a free-market, effectively launching the fastest growing segment in the food and beverages sector. Prior to Ethical Coffee, Jean-Paul was the CEO of Mövenpick Foods where he was responsible for the successful reorganization and sale of the company to Nestlé. In addition, Jean-Paul spent 10 years as the CEO of Nespresso based in their global headquarters in Switzerland where he created and implemented the business model that has made Nespresso a world-renowned brand. Jean-Paul completed his studies in Business Administration at the University of California, Los Angeles in addition to the Lemania School of Business, Lausanne.

Troy Grant  
Independent Director

Since 2000, Troy has held senior positions in the financial service sector, including head of corporate finance at a Canadian broker dealer, focusing on the resource sector and more recently head of institutional European sales. He has also been instrumental in venture formation, financing and development of a number of resource, technology and agriculture companies operating globally. Troy is currently the CEO of Elcora Advanced Materials, a TSX Venture Exchange-listed graphene materials company. He holds a BBA, economics, from Saint Francis Xavier University.

Hugo Alves  
Director, President

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