

Achieve Life Sciences, Inc.
(the “Corporation”)

REGULATION FD CORPORATE COMMUNICATIONS POLICY

Regulation FD

Achieve Life Sciences, Inc. is committed to the fair disclosure of information about the Corporation without advantage to any particular analyst or investor, consistent with Regulation FD promulgated under the Securities Exchange Act of 1934, as amended.

No Selective Disclosure

Selective disclosure of material non-public information is against the Corporation’s policy. If the Corporation discloses material non-public information, it shall strive to do so in a manner calculated to result in simultaneous, widespread dissemination to the public. Please refer to the Corporation’s Insider Trading Policy for examples of material non-public information.

If the Corporation discovers verifiable facts indicating that material non-public information has been disclosed other than through simultaneous widespread dissemination, it shall promptly disclose the same information in a manner calculated to result in timely, widespread dissemination of such information. If an unintended release of material non-public information occurs, the Corporation shall promptly disclose the same information or similar information to the public in compliance with then-applicable law.

Public Disclosure Mechanisms

The Corporation will disclose information in a way that ensures widespread public disclosure. The methods used to ensure information is widely disseminated may include, but are not necessarily limited to, the following: issuing a widely disseminated press release, filing or furnishing a Current Report on Form 8-K with the Securities and Exchange Commission (“SEC”) or including the information in another document filed with the SEC, or providing the information via a webcast or conference call that provides broad, non-exclusionary distribution of the information to the public and for which adequate advance public notice has been given. The Corporation will use well-established methods of distribution or combinations thereof to ensure widespread dissemination of the information to the public.

Authorized Communications

Persons authorized to make public disclosures of information about the Corporation are limited to the Corporation’s President; Chief Executive Officer; VP, Marketing and Corporate Communications and Principal Financial Officer (each an “Authorized Spokesperson”). Other employees of the Corporation may make public disclosures of information about the Corporation, but only when given express permission by an Authorized Spokesperson.

All inquiries from investors, financial analysts, research firms, investment professionals and the financial community should be directed to an Authorized Spokesperson of the Corporation. Any inquiries related to the stock or to financial or investment information should also be directed to an Authorized Spokesperson.

Appropriate training will be provided to each Authorized Spokesperson on compliance with this policy, review of public statements regarding material information and procedures for disclosing non-public information.

Earnings and Guidance

The Corporation will allow the public to listen via telephone or webcast to quarterly conference calls and to additional open analyst conference calls where it may disclose material non-public information. In addition, notification of the conference call will generally be made approximately one to two weeks prior to the call via a Corporation press release. A playback of the call will also be available for a reasonable period of time from the investor relations section of the Corporation's website.

Generally, at least 72 hours before a scheduled analyst conference call, the Corporation shall issue a press release which provides (a) the date and time of the scheduled call and (b) the specific information needed for a member of the public to dial in or access the call over the Internet. Should situations arise requiring interim conference calls or other public disclosure, notice will be provided as soon as possible.

The Corporation generally will not confirm or deny any Corporation guidance after the date upon which such guidance was provided. Instead, if asked what a given period's guidance is, the Corporation may refer the inquiring party back to the most recent quarterly conference call or financial press release providing such guidance, emphasizing that such guidance was provided as of such prior date only and is not being confirmed, denied or updated. The Corporation shall not comment on any third party's forecasts of or expectations for the Corporation's financial performance.

Blackout and Quiet Period

In addition to any event-specific blackout periods, the Corporation will observe a quarterly blackout period beginning on the 15th day of the last month of the Corporation's fiscal quarter and ending after the second full trading day following the Corporation's issuance of its quarterly earnings release. During this period, the Corporation will use discretion during meetings and will not comment or respond to questions related to financial results, any previously issued forward-looking guidance or other material information relevant to the Corporation's current or expected financial results. Comments will be limited to responding to inquiries concerning publicly available or non-material information.

Presentations

The Corporation presents at investor conferences on a periodic basis. At these events, the Corporation will seek to broadcast the presentation on the Internet if it anticipates discussion of new information related to recent publicly disclosed material events. In the absence of recent publicly disclosed material events, the Corporation may choose not to broadcast the presentation. If the Corporation webcasts any presentations, the Corporation will give advance notice to the public of such webcast and generally should post a copy of such presentation on the investor relations section of the Corporation's website, which presentation should generally be made available to the public for a reasonable period of time following such presentation.

One-on-One Meetings and Conversations

One-on-one meetings and conversations with investors, potential investors, financial analysts and securities market professionals are important components of the Corporation's on-

going investor relations efforts. However, the Corporation will not discuss material, non-public information during these meetings or conversations. Conversations will be limited to discussions of information that has been previously disclosed, non-material information or generally known Corporation or industry information such as historical Corporation or industry information, generally identifiable industry trends or previously disclosed Corporation strategies or goals.

Analyst Reports and Models

Any review of an analyst's draft report or model will only be performed by an Authorized Spokesperson. Comments related to the draft will be limited to correcting errors of historical facts, pointing out already public information or providing non-material information. Analysts must independently formulate their estimates of the Corporation's future performance or stock price. The Authorized Spokesperson will not disclose the Corporation's material internal projections, estimates or predictions to third parties, including analysts, unless it discloses such information publicly.

Online Forums

No director, officer or employee of the Corporation may participate, in any manner other than passive observation, in any investment or stock-related Internet "chat" rooms, blogs, message boards, social media sites or other similar online forums relating to the Corporation without the prior approval of an Authorized Spokesperson.

Commenting on Rumors

Generally, the Corporation will not confirm or deny rumors or market speculation about the Corporation or its business, so long as it is clear that the Corporation is not the source of the rumor. If asked about a rumor or market speculation, Authorized Spokespersons should state that the Corporation's policy is not to comment on rumors or market speculation.

Inquiries

All inquiries regarding, or violations of, the Corporation's Regulation FD Corporation Communications Policy should be communicated to the Corporation's principal financial officer at (604) 630-5411. Anyone who violates the Regulation FD Corporation Communications Policy may be subject to disciplinary measures, which may include termination of employment for cause.