

Tilray® Expands Global Leadership Team With New Manitoba Harvest President

Former Mattel and General Mills executive, Katy Dickson, joins Tilray's leadership team as Manitoba Harvest President to continue global growth for hemp foods

NANAIMO, British Columbia--(BUSINESS WIRE)--December 3, 2019--Today, Tilray, Inc. (NASDAQ: TLR), a global pioneer in cannabis production, research, cultivation and distribution, announced the expansion of its global senior leadership team with the appointment of Katy Dickson as President, Manitoba Harvest. Tilray acquired Manitoba Harvest, the world's largest hemp food company, in early 2019.

Dickson joins Tilray from global toy and entertainment leader Mattel, where she served as Senior Vice President, Global Brand GM and President of American Girl. At American Girl, Dickson led initiatives to further build the premium brand and expand internationally. Prior to Mattel, Dickson worked for global media and information leader NewsCorp, where she served as EVP and Global Chief Marketing Officer for the company's News America Marketing (NAM) division. Prior to NewsCorp, Dickson spent close to 25 years with General Mills, where she held numerous senior marketing and brand management roles, including Vice President, GM of the Old El Paso and Betty Crocker Dinners businesses.

"We're pleased to welcome Katy to our senior leadership team to build on the success of the Manitoba Harvest brand globally," said Brendan Kennedy, Tilray CEO. "Katy brings incredible experience connecting with global customers in the CPG and functional food categories. Her experience will be valuable as we work to gain access to new markets around the world and evolve our hemp food offerings to cater to varying customer needs and preferences."

Founded in 1998, Manitoba Harvest is the world's largest hemp food manufacturer and a leader in the natural foods industry. It produces, manufactures, markets and distributes a broad-based portfolio of hemp-based consumer products. Manitoba Harvest's products are sold globally across more than 20 countries, including approximately 16,000 retail stores across the United States and Canada. Products in the Manitoba Harvest portfolio include: Hemp Hearts™, Hemp Oil™, Hemp Yeah!™ granola, Hemp Yeah!™ protein powder, Hemp Yeah!™ wellness bars and Hemp Bliss™ milk. Manitoba Harvest also recently launched a CBD line containing Broad Spectrum Hemp Extracts.

About Tilray®

Tilray (NASDAQ: TLR) is a global pioneer in the research, cultivation, production and distribution of cannabis and cannabinoids currently serving tens of thousands of patients and consumers in 13 countries spanning five continents.

Cautionary Note Regarding Forward-looking Statements

This press release contains "forward-looking statements", which may be identified by the use of words such as, "may", "would", "could", "will", "likely", "expect", "anticipate", "believe", "intend", "plan", "forecast", "project", "estimate", "outlook" and other similar expressions, including without limitation statements regarding our growth potential, the sustainability of

growth, demand for Manitoba Harvest products and demand for other hemp-derived or cannabinoid products on a global scale. Forward-looking statements are not a guarantee of future performance and are based upon a number of estimates and assumptions of management in light of management's experience and perception of trends, current conditions and expected developments, as well as other factors that management believes to be relevant and reasonable in the circumstances, including assumptions in respect of current and future market conditions. Actual results, performance or achievement could differ materially from that expressed in, or implied by, any forward-looking statements in this press release, and, accordingly, you should not place undue reliance on any such forward-looking statements and they are not guarantees of future results. Forward-looking statements involve significant risks, assumptions, uncertainties and other factors that may cause actual future results or anticipated events to differ materially from those expressed or implied in any forward-looking statements. Please see the heading "Risk Factors" in Tilray's Quarterly Report on Form 10-Q, which was filed with the Securities and Exchange Commission on November 13, 2019, for a discussion of the material risk factors that could cause actual results to differ materially from the forward-looking information. Tilray does not undertake to update any forward-looking statements that are included herein, except in accordance with applicable securities laws.

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