

Tilray® Expands European Leadership Team with Five Senior Appointments

Top talent from European pharmaceutical and beverage industries join Tilray's leadership team as company accelerates growth in international markets

NANAIMO, British Columbia--(BUSINESS WIRE)--July 5, 2019--Today, Tilray, Inc. (NASDAQ:TLRY), a global pioneer in cannabis production, research, cultivation and distribution, announces the expansion of its European leadership team with the appointment of Arne Wilkens as Vice President, Business Expansion, Europe; José Tempero as Medical Affairs Director, Europe; Maike Gerlach as Vice President, Marketing, Europe; and Nadja Frenzel as Vice President, Commercial Development, Europe. In addition, Natalie Bucceri joins Tilray's international team as Director, Global Portfolio Expansion.

“Having strong people on our team is critical to our success and growth,” says Sascha Mielcarek, Tilray's Managing Director of Europe. “We're thrilled to welcome this group of highly skilled leaders to our team. Arne, José, Maike, Nadja and Natalie all join Tilray with wide-ranging experience in regulated industries. We're confident their appointments will accelerate our global growth strategy and help strengthen our position in Europe and other international markets.”

The new senior appointments will work collaboratively with Tilray's robust team of experts across the globe to accelerate the company's aggressive European and international expansion strategy. Tilray's multi-faceted EU Campus in Portugal, which recently received its manufacturing license and Good Manufacturing Practices (GMP) certification, will serve as the primary hub for the cultivation, processing, research and distribution of branded Tilray products throughout Europe and other international markets.

The recent Tilray leadership appointments in Europe include:

- **Arne Wilkens, VP, Business Expansion, Europe**, brings 14 years of experience within the pharmaceutical and biotech industries mainly in business development-related functions. In his most recent role, Arne worked at AiCuris Anti-infective Cures GmbH where he served as Director of Business Development and Alliance Management overseeing all partner activities, market analytics, commercial evaluations and external partnerships. Wilkens graduated from Otto-von-Guericke University with a master's degree in management.
- **José Tempero, Medical Affairs Director, Europe**, comes to Tilray with 11 years of experience in the pharmaceutical industry bringing expertise in medical affairs and market access. Most recently, Tempero led the product-based global medical affairs strategy at Grünenthal GmbH. Tempero is professionally trained as a pharmacist and holds his Master of Science in public health.

- **Maike Gerlach, VP, Marketing, Europe**, joins Tilray from Grünenthal GmbH where she was the Associate Director of Integration Marketing responsible for managing the global integration of Zomig®, which was acquired from Astra Zeneca. During her time in this role, Gerlach successfully built and executed the brand's global strategic marketing plan. Gerlach comes to Tilray with 17 years of marketing experience in the pharmaceutical industry.
- **Nadja Frenzel, VP, Commercial Development, Europe**, also comes to Tilray from Grünenthal GmbH where she contributed to the global commercial strategy on the Global Commercial Leadership team and established a new, competitive, commercial model across the marketing, medical, market access and commercial excellence departments. Frenzel holds a Master of Science in health policy, economics and management from Maastricht University in the Netherlands.

Tilray has a pioneering track record as a company committed to making pharmaceutical-grade medical cannabis products available to patients in need all over the world. Tilray has already successfully exported within Europe to the Czech Republic, Germany, the United Kingdom, Cyprus and Croatia and outside Europe to Argentina, Chile, the United States, South Africa, Australia and New Zealand. Tilray intends to launch additional products in new markets across Europe and around the world as it continues to expand.

As a part of Tilray's international expansion, the company has also appointed **Natalie Bucceri** as **Director, Global Portfolio Expansion**. Bucceri most recently served as part of group strategy for Diageo, leading projects to develop and implement short-term investment trade-offs and long-term strategic initiatives. Prior to working at Diageo, Natalie supported the Merck & Co Asia Pacific executive team on core strategic and business-development projects. Bucceri's professional experience spans Europe, the United States, Asia, Australia and New Zealand. Bucceri will be based out of the U.K. and will work directly with the global expansion team, with an immediate focus on the European market.

About Tilray®

Tilray (NASDAQ:TLRY) 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 12 countries spanning five continents.

Cautionary Note Regarding Forward-looking Statements

This press release contains “forward-looking statements” within the meaning of the U.S. Private Securities Litigation Reform Act of 1995 and “forward-looking information” within the meaning of Canadian securities laws, or collectively, forward-looking statements. Forward-looking statements in this press release 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 and include statements relating to the global success of the Tilray. 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, the current and future regulatory environment and future approvals and permits. 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 and Canadian securities regulators on May 15, 2019, 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. 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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