Tilray Brands Marks Seven Years of Cannabis Legalization in Canada with the #1 Market-Leading Position by Revenue and Pioneering Brands with Growing Market Share in the World's Largest Federally Legal Cannabis Market

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TORONTO, Oct. 17, 2025 (GLOBE NEWSWIRE) -- Tilray Brands, Inc. ("Tilray" or the "Company") (Nasdaq: TLRY; TSX: TLRY), a global lifestyle and consumer packaged goods company at the forefront of the global cannabis, beverage, and wellness industries, proudly celebrates the seventh anniversary of cannabis legalization in Canada. As the largest federally legal cannabis market in the world, Canada's progressive regulatory framework has fostered innovation and created vast economic opportunities for Canadian businesses and communities and set the global benchmark for responsible cannabis legalization and industry development.

Blair MacNeil, President of Tilray Canada, stated, "Seven years ago, Canada made history by becoming the first G7 country to legalize cannabis nationwide, a bold step that has set a global benchmark. I am deeply honoured that Tilray played a pivotal role in this transformative journey, championing responsible growth while supporting Canadian innovation and leadership. This milestone is a celebration of our dedicated team, our unwavering commitment to excellence, and, above all, the trust and support of Canadian consumers, who have made this industry a source of national pride."

Following Canada's legalization of cannabis on October 17, 2018, Tilray Brands' licensed producers—including Aphria, Broken Coast, Hexo, Redecan, and a portfolio of other market-leading brands—have consistently led at the forefront of the country's cannabis industry, setting benchmarks for quality, safety, scale, and innovation. Tilray's economic footprint extends nationwide, generating thousands of jobs through its sales, marketing, cultivation, and manufacturing operations. The company has invested over C$1 billion in Canadian infrastructure, paid approximately C$700 million in excise taxes, and contributed hundreds of millions in harmonized, goods and services and provincial sales tax. These substantial investments have helped legitimize the cannabis industry, advancing the goal of eliminating the illicit market and ensuring patient and consumer safety by providing quality-controlled, rigorously tested products. Importantly, Tilray has also helped change people's lives by providing safe, thoroughly tested medical cannabis to patients in need, supporting their health and well-being while expanding access to effective treatment options. Additionally, Tilray actively supports local economies through supplier partnerships, service contracts, charitable contributions, and sustainable business practices, reinforcing its commitment to responsible corporate citizenship, environmental stewardship, and community development.

Tilray's brand-building excellence is evidenced by the 15 leading cannabis [1] brands it owns and operates in Canada, with several brands valued at C$100 million – C$300 million each at retail[2]. By pioneering new product innovations, such as THC/CBD-infused beverages, shareable edibles, and premium craft flower, Tilray is expanding consumer choice and setting industry standards for quality. The Company is recognized for spearheading the adoption of greenhouse cannabis cultivation in Canada, leveraging advanced agronomic techniques to produce high-quality products at scale, while maintaining one of the industry's lowest cost structures.

In Q1FY26, the most recent financial quarter reported, Tilray's Canadian Cannabis business delivered strong results, reinforcing its position as Canada's largest legal cannabis company by revenue. In the adult-use channel, Tilray continued to increase market share and achieved the strongest quarter over quarter growth among the top five Canadian cannabis producers. Tilray holds the #1 leading sales position in pre-rolls, beverages, oils, and chocolate edibles, and by the end of the quarter, we also became #1 in flower, while maintaining top 10 positions across all other categories[3].

Tilray has maintained its lead in THC beverages, with its XMG and Mollo brands holding over 40% market share[4] through innovative offerings like new flavours, zero-sugar options, and balanced THC/CBD seltzers. Edibles brand, Chowie Wowie, continues to set the standard in edibles with fun, consistent, and shareable chocolates, while Good Supply, Broken Coast, and Redecan remain consumer favourites for cannabis flower and pre-rolls.

While significant strides have been made, there is still important work to be done to further advance and refine regulations in Canada, ensuring the continued growth and success of the industry.

As regulatory reforms continue to evolve, we hope to see future growth driven by:

- **Expanding Cannabis in Healthcare** – Unlocking new opportunities through proposed Cannabis Health Products and broader insurance coverage, making medical cannabis more accessible to patients.
- **On-Premise Consumption of THC Beverages** – Thoughtful rollout of on-site consumption to drive responsible use and create a vibrant, experiential cannabis beverage market.
- **Regulatory Modernization** – Improving policies that restrict competitiveness, paving the way for innovation and growth in Canada's cannabis industry.

Looking ahead, Tilray's diversified platform is strategically positioned to capitalize on future industry growth, leveraging its unparalleled scale in Canada, with 5 million square feet of advanced cannabis cultivation facilities and current production of 210 metric tons, along with significant expansion capacity to swiftly respond to rising demand. This robust infrastructure ensures Tilray can adapt rapidly to evolving market dynamics and consumer preferences. Furthermore, as regulatory landscapes in Europe and the United States evolve, Tilray is exceptionally well equipped to seize new opportunities and establish a leading presence in these burgeoning markets, reinforcing its status as a global cannabis industry leader.

About Tilray Brands

Tilray Brands, Inc. ("Tilray") (Nasdaq: TLRY; TSX: TLRY), is a leading global lifestyle and consumer packaged goods company with operations in Canada, the United States, Europe, Australia, and Latin America that is leading as a transformative force at the nexus of cannabis, beverage, wellness, and entertainment, elevating lives through moments of connection. Tilray's mission is to be a leading premium lifestyle company with a house of brands and innovative products that inspire joy and create memorable experiences. Tilray's unprecedented platform supports over 40 brands

in over 20 countries, including comprehensive cannabis offerings, hemp-based foods, and craft beverages.

For more information on how we are elevating lives through moments of connection, visit Tilray.com and follow @Tilray on all social platforms.

Forward-Looking Statements

Certain statements in this communication that are not historical facts constitute forward-looking information or forward-looking statements (together, "forward-looking statements") under Canadian and U.S. securities laws and within the meaning of Section 27A of the Securities Act of 1933, as amended, and Section 21E of the Securities Exchange Act of 1934, as amended, that are intended to be subject to the "safe harbor" created by those sections and other applicable laws. Forward-looking statements can be identified by words such as "forecast," "future," "should," "could," "enable," "potential," "contemplate," "believe," "anticipate," "estimate," "plan," "expect," "intend," "may," "project," "will," "would" and the negative of these terms or similar expressions, although not all forward-looking statements contain these identifying words. Certain material factors, estimates, goals, projections, or assumptions were used in drawing the conclusions contained in the forward-looking statements throughout this communication. Forward-looking statements include statements regarding our intentions, beliefs, projections, outlook, analyses, or current expectations. Many factors could cause actual results, performance, or achievement to be materially different from any forward-looking statements, and other risks and uncertainties not presently known to the Company or that the Company deems immaterial could also cause actual results or events to differ materially from those expressed in the forward-looking statements contained herein. For a more detailed discussion of these risks and other factors, see the most recently filed annual information form of Tilray and the Annual Report on Form 10-K (and other periodic reports filed with the SEC) of Tilray made with the SEC and available on EDGAR. The forward-looking statements included in this communication are made as of the date of this communication and the Company does not undertake any obligation to publicly update such forward-looking statements to reflect new information, subsequent events, or otherwise unless required by applicable securities laws.

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[1] Source: Hifyre Data, National, September 2025
[2] Source: Hifyre Data, National, Oct 1, 2024 - Sept 30, 2025
[3] Source: Hifyre Data, National, Oct 1, 2024 - Sept 30, 2025
[4] Source: Hifyre Data, National, Oct 1, 2024 - Sept 30, 2025