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Certain statements contained in this press release constitute "forward-looking statements" within the meaning of federal securities laws, including the Private Securities Litigation Reform Act of 1995. Forward-looking statements are predictions based on expectations and projections about future events and are not statements of historical fact. You can identify forward-looking statements by the use of forward-looking terminology such as "plan," "continue," "expect," "anticipate," "intend," "predict," "project," "estimate," "likely," "believe," "might," "seek," "may," "will," "remain," "potential," "can," "should," "could," "future" and similar expressions, or the negative of those expressions, or similar words or phrases that are predictions of or indicate future events or trends and that do not relate solely to historical matters. You can also identify forward-looking statements by discussions of the Company's strategic initiatives, including productivity and synergies initiatives, our future performance and results of operations.

Forward-looking statements involve known and unknown risks, uncertainties and other factors which may cause the actual results, levels of activity, performance or achievements of the Company, or industry results, to be materially different from any future results, levels of activity, performance or achievements expressed or implied by such forward-looking statements, and you should not rely on them as predictions of future events. Forward-looking statements depend on assumptions, data or methods that may be incorrect or imprecise and may not be able to be realized. We do not guarantee that the transactions and events described will happen as described (or that they will happen at all). Forward-looking statements include statements regarding our intentions, beliefs, projections, outlook, analyses or current expectations for our business as well as challenges and uncertainty resulting from the COVID-19 pandemic. Certain material factors, estimates, goals, projections or assumptions were used in drawing the conclusions contained in the forward-looking statements throughout this communication. 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 Annual Report on Form 10-K of Tilray for the fiscal year ended May 31, 2021. 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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### Leading the Global Cannabis Market

# Global Cannabis is at an Inflection Point

- ✓ \$186bn+ Opportunity
- √ 47/196 countries have legalized medical
- √ 2/196 countries have legalized adult-use

# Tilray is Poised to Capitalize and Win

- ✓ World's Largest Cannabis Company
- ✓ Strategic Footprint & Operational Scale
- ✓ Strengthening Leadership Position in Canada
- ✓ Accelerating International Growth
- Enhancing U.S. CPG Presence
   Infrastructure
- ✓ Delivering Substantial Synergies

## Set Pieces are in Place

- Brands and Products have Broad Consumer Appeal
- ✓ Scale and Reach to Win
- Peerless Among Global Cannabis Companies

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#### Global Cannabis is at an Inflection Point



We believe Tilray will win because we are a Global CPG Powerhouse, Proven Brand Builders, Trusted Partners, Experienced Managers, and Focused on Long-Term Profitability



### Tilray is Poised to Capitalize and Win

# Combination of Tilray and Aphria, two highly complementary businesses, created the leading cannabis-focused CPG company with largest global geographic footprint in the industry

Strategic Footprint & Operational Scale

With a strong, flexible balance sheet and access to capital, the new Tilray has the strategic footprint and operational scale necessary to compete in today's consolidating cannabis market

Strengthening Leadership Position in Canada

Low-cost state-of-the-art cultivation, processing, and manufacturing facilities, and a complete portfolio of branded cannabis 2.0 products are strengthening the new Tilray's adult-use leadership in Canada

Accelerating International Growth

Tilray is accelerating international growth by leveraging its strong medical cannabis brands, distribution network in Germany, and end-to-end European Union Good Manufacturing Practices ("EU-GMP") supply chain

Enhancing U.S. CPG Presence & Infrastructure

By leveraging its SweetWater and Manitoba Harvest businesses, the new Tilray is enhancing its U.S. CPG presence and infrastructure to better compete in the event of federal legalization

**Substantial Synergies** 

Expect to deliver approximately US\$80mm (C\$100mm) of annual pre-tax cost synergies within eighteen months of business combination with Aphria



#### Set Pieces are In Place

#### Tilray – alone among peers – understands that core CPG attributes will prevail



# Broad Consumer Appeal

- Tilray has a broad offering of well-established and soughtafter brands and products
- The global cannabis market is estimated to be valued at \$186bn in 2020 and is projected to reach \$300bn by 2030, a 28% CAGR



## Scale and Reach Matter

- The fundamentals of the cannabis market are no different than those of other CPG businesses
- The new Tilray expects to dramatically increase market share across its businesses



# Peerless Among Global Cannabis Companies

- Highly-scalable operational footprint
- Robust capital structure
- Multi-continent distribution network
- Executive team with proven ability to scale nascent – but rapidly growing – businesses



### Scale and Geographic Reach to Win

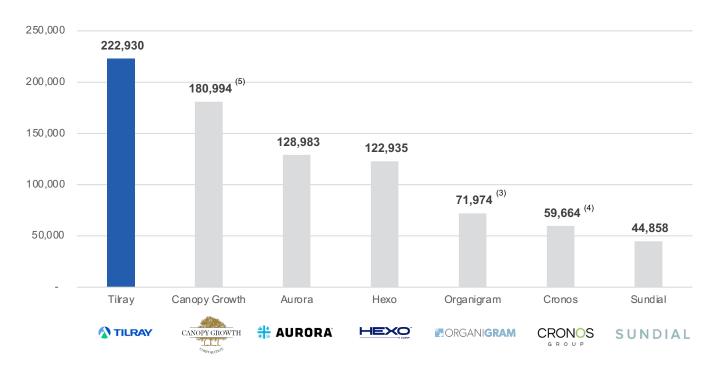
#### Canada: Strengthening leadership position through our leading brands and distribution network



## Focused on growing retail market share from ~16% to 30% by 2023

- Low-cost state-of-the-art cultivation, processing, and manufacturing facilities
- Complete portfolio of branded cannabis
   2.0 products
- Focused on innovation and building out our carefully curated brands across all customer segments
- Strong relationships with blue-chip distribution partners

#### Canada TTM<sup>(1)</sup> Adult-Use Cannabis Gross Revenue as of 05-21 (USD\$ Millions)<sup>(2)</sup>



#### Sources: Public filings

- TTM compiled based on the latest filings as of this issuance date.
- Converted using 0.8283 CAD/USD exchange ratio as of 05/31/21 per BoC.
- Gross revenue based on TTM net revenue and FYQ3 2021 gross-to-net ratio.
- 4) Represents rest of world net revenue plus excise taxes.
- 5) Canopy Growth's gross adult-use revenue excludes revenue associated with retail store revenue



### Scale and Geographic Reach to Win (continued)

#### International: Medical leadership + CC Pharma distribution creates unrivaled European platform

#### European market size of ~US\$3.9bn by 2025 (1)



# Farm to Pharmacy

#### ~US\$1.3bn market size projected by 2025 (1)(3)

- CC Pharma subsidiary provides end-to-end acces; to 13,000+ pharmacies
- State-of-the-art cultivation & production facility
- Large medical market opportunity bolstered by government reimbursement



- 2.7m sq. ft. EU-GMP low-cost Cannabis cultivation and production facility
- Export capabilities provide tariff-free access to the EU



~US\$65mm market size by 2025 (2)



~US\$560mm market size by 2025 (1)



#### ~US\$60mm market size by 2025 (2)

 Aphria co-branding partnership with ODI Pharma AB



~US\$475mm market size by 2025 (1)



#### ~US\$430mm market size by 2025 (1)

 FL Group: Wholly owned subsidiary that distributes to the Italian Cannabis market



~US\$430mm market size by 2025 (1)

Spain

Current Market Presence

Current CBD Market Presence



Near Term Market Opportunity



- Arcview Market Research / BDS Analytics report: The Road Map to a \$57 Billion Worldwide Market.
- 3) National health authorities, Nation Drug agencies, National Cannabis agencies, KOMAND Consulting



## Scale and Geographic Reach to Win (continued)

#### United States: Strong CPG presence and infrastructure with two strategic pillars



# **Branded Cannabis Lifestyle Company**

- SweetWater's robust manufacturing and distribution infrastructure is accelerating brand building in the U.S.
- ~40,000 on-premise and off-premise points of sale across 34 states
- Opportunity to introduce leading brands via craft beers and other beverages to build brand awareness







# U.S. Wellness Platform

- Manitoba Harvest is a pioneer in branded hemp-based food products with a proven track record of success
- Strong presence in packaged Hemp Seeds, with 47% market share in the US
- Opportunity to leverage capabilities and expertise to extend brands globally and innovate in new categories

Selected Retailers









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### **Executing on the Opportunity**

#### We are laser-focused on ensuring potential is translated into performance and value



## Delivering on Synergies

#### **Executing on rigorous 100-Day Plan:**

- Installed new executive leadership team and board with extensive CPG experience
- Substantial progress on business integration
- Actualized synergies to date \$35M



## Prepared for Key Markets to liberalize and/or re-open post-COVID

- Canada Educating consumers and maximizing exposure to our full range of products and brands
- International Well positioned in Europe with hubs in Germany and Portugal and end-to-end EU-GMP supply chain
- U.S. Ideally situated for federal legalization



## Brands and Product Portfolio

Unique and compelling global advantage through our sheer depth and diversity of products and brands:

- Portfolio rationalization underway
- Applying most effective CPG marketing tactics to Tilray's brand portfolio

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- Launched new medical cannabis brand Symbios in Canada
- SweetWater
- Manitoba Harvest Portfolio



### Tilray's Complete Product Offering for Consumers

We are well positioned in all large cannabis markets globally with a complete product offering





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### Leadership Team with Extensive CPG Experience



Irwin D. Simon Chairman and Chief Executive Officer







Chief Financial Officer

**Lloyd Brathwaite** 







**Denise Faltischek Head of International Business** and Chief Strategy Officer







**Berrin Noorata** Chief Corporate Affairs Officer JOHNNIE 🕺 WALKER



Jim Meiers President, Canada





Corporate Secretary **MDC** Partners



**Jared Simon** President, Manitoba Harvest and Tilray Wellness





**Freddy Bensch** Founder and CEO, SweetWater Brewing Company





Rita Seguin Chief Human Resources Officer **DIAGEO** 







#### **Board of Directors**

#### Board includes seven former Aphria directors + former Tilray CEO Brendan Kennedy



Irwin D. Simon
Chairman of the
Board of Directors



Renah Persofsky, ICD.D Vice-Chair (Lead Director) and Chair of the Nominating and Governance Committee, Independent Director



**Jodi Butts**Nominating & Governance Committee
Member, Independent Director



**David Clanachan**Audit Committee Member,
Independent Director



**John M. Herhalt**Chair of the Audit Committee,
Independent Director



**David Hopkinson**Nominating and Governance
Committee & Compensation Committee
Member, Independent Director



**Brendan Kennedy**Director and Former CEO, Tilray



**Tom Looney**Audit Committee & Compensation
Committee Member, Independent Director



Walter Robb
Chair of the Compensation
Committee & Audit Committee
Member, Independent Director



### **Driving Profitability**

#### SHORT-TERM

Maximize synergies and cost benefits from increased scale

Business integration is well underway

Reinforce leadership in higher-margin international medical markets









Further strengthen Canadian leadership and market share with broader medical and adult-use portfolio Grow existing manufacturing and distribution capabilities and increase brand presence

Expand infrastructure in the U.S. through growth of SweetWater and Manitoba Harvest

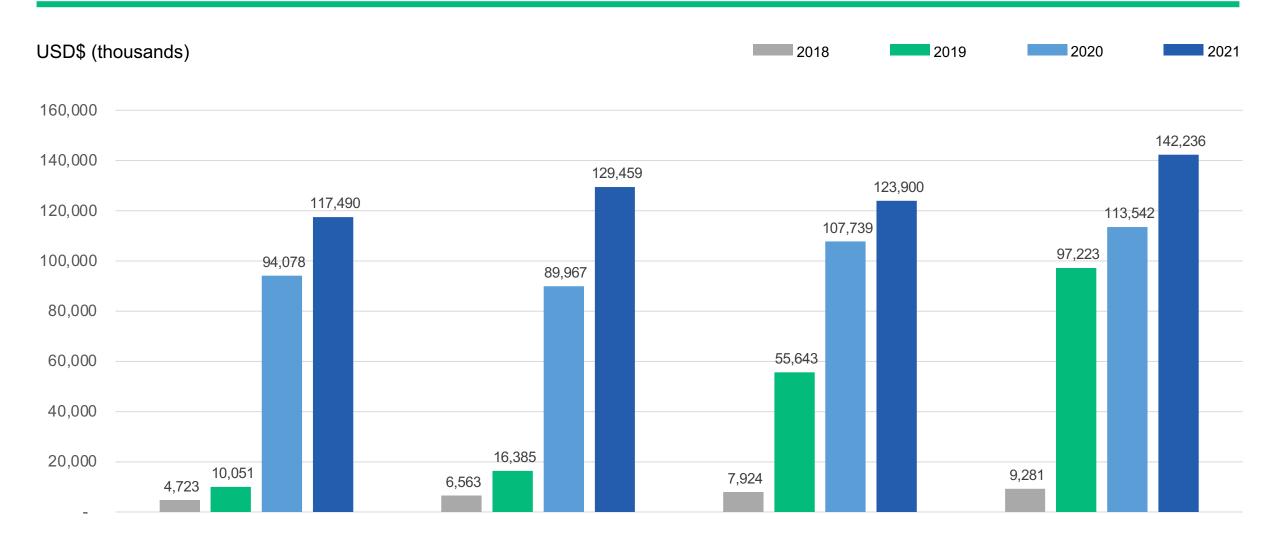
#### LONG-TERM

- Increase distribution of highmargin, value-added branded products globally in medical and adult-use markets
- Pursue strategic partnerships and M&A to expand presence of brands globally
- Focus on maximizing U.S. opportunity when legalization occurs
- Enter new medical and adult-use markets



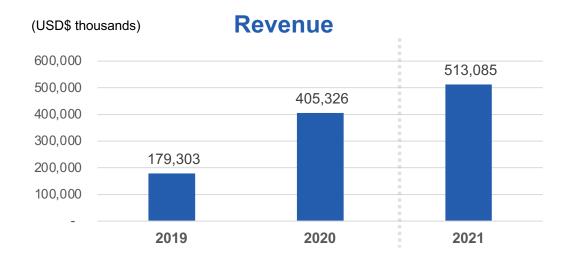


### **Quarterly Revenue**





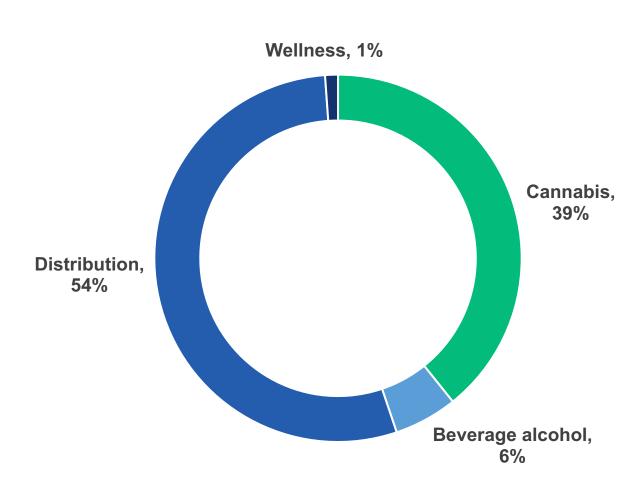
### Historical Financial and Operating Performance



#### **Adjusted EBITDA**



# Revenue by business segments FY21





### Balance Sheet and Liquidity Advantages

Our ability to capture the opportunity ahead of us is further bolstered by the industry's strongest balance sheet

#### **Pro Forma Capital Structure Strategy**

- De-leverage through growth and cash flow
- Committed to conservative leverage profile
- No near-term maturities
- Flexible capital structure facilitates continued growth

Key Financials						
	USD\$ (millions)					
Cash	\$488					
Secured Debt	\$262					
Convertible Note	\$668					
Total Debt	\$930					
LTM Net Revenue (1)(2)	\$513					
LTM Adult-Use Gross Revenue (1)	\$223					



Includes 1 month of revenue due to the Tilray reverse acquisition on April 30, 2021

<sup>(2)</sup> Includes 6 months of beverage alcohol revenue due to the SweetWater acquisition on November 25, 2020



### Overview – Analyst Primer Breakdowns

- Tilray legal acquirer, Aphria accounting acquirer
- As accounting acquirer, Aphria's:
  - Year-end of May 31st is the go forward year-end
  - Historical financial statements represent the comparative financials of go forward
  - Historical financial statements to be converted to US GAAP
  - Historical financial statements to presented in USD
- As part of 10K filed on July 28, 2021 already provided information to support comparative figures but presented for years ended May 31, 2021 and 2020 only. Detailed quarterly information was not filed.



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#### For the year ended May 31, 2020

	Augus	onths ended st 31, 2019 AAP - USD	Three months ended Nov 30, 2019 US GAAP - USD	Three months ended Feb 28, 2020 US GAAP - USD	Three months ended May 31, 2020 US GAAP - USD	Year ended May 31, 2020 US GAAP - USD
Cannabis	\$	26,168	\$ 30,006	\$ 48,470	\$ 48,833	\$ 153,477
Cannabis excise		(3,203)	(4,524)	(6,608)	(9,246)	(23,581)
Dis tribution		71,113	64,485	65,877	73,955	275,430
Beverage alcohol		-	-	-		
Revenue		94,078	89,967	107,739	113,542	405,326
Cannabis costs		11,528	11,845	24,485	20,692	68,550
Dis tribution cos ts		61,995	56,310	57,375	65,043	240,723
Cost of goods sold		73,523	68,155	81,860	85,735	309,273
Gross profit		20,555	21,812	25,879	\$ 27,807	\$ 96,053
Gross margin		21.8%	24.2%	24.0%	24.5%	23.7%



#### For the year ended May 31, 2020

	Three months ended August 31, 2019 US GAAP - USD	Three months ended Nov 30, 2019 US GAAP - USD	Three months ended Feb 28, 2020 US GAAP - USD	Three months ended May 31, 2020 US GAAP - USD	Year ended May 31, 2020 US GAAP - USD
Gross profit	20,555	21,812	25,879	\$ 27,807	\$ 96,053
Operating expenses:					
General and adminis trative <sup>1</sup>	20,765	22,808	25,303	24,913	93,789
Am ortiza tion	3,518	4,164	3,811	3,645	15,138
Selling	1,477	4,224	5,954	7,320	18,975
Marketing and promotion	4,352	4,918	3,122	2,874	15,266
Research and development	455	501	530	430	1,916
Im pa irm ent				50,679	50,679
Trans action costs	548	515	1,849	1,387	4,299
Operating loss	(10,560)	(15,318)	(14,690)	(63,441)	(104,009)
Non operating items	10,433	5,762	2,391	(23,762)	(5,176)
Loss before income taxes	(127)	(9,556)	(12,299)	(87,203)	(109,185)
Income taxes (recovery)	(1,564)	(3,291)	(600)	(2,897)	(8,352)
Net loss	\$ 1,437	\$ (6,265)	\$ (11,699)	\$ (84,306)	\$ (100,833)



#### For the year ended May 31, 2020

	Three months ended August 31, 2019 US GAAP - USD	Three months ended Nov 30, 2019 US GAAP - USD	Three months ended Feb 28, 2020 US GAAP - USD	Three months ended May 31, 2020 US GAAP - USD	Year ended May 31, 2020 US GAAP - USD
Net los s	1,437	(6,265)	(11,699)	\$ (84,306)	\$ (100,833)
Income taxes (recovery)	(1,564)	(3,291)	(600)	(2,897)	(8,352)
Non-operating items	(10,433)	(5,762)	(2,391)	23,762	5,176
Trans action costs	548	515	1,849	1,387	4,299
Im pa irm ent	-	-	-	50,679	50,679
Am ortization <sup>2</sup>	6,659	8,951	9,740	10,320	35,670
Share-based compensation	3,766	6,229	4,285	3,799	18,079
Lease expense	360	110	190	467	1,127
Adjusted EB ITDA	\$ 773	\$ 487	\$ 1,374	\$ 3,211	\$ 5,845



#### **Through May 31, 2021**

	Three months ended August 31, 2020 US GAAP - USD	Three months ended Nov 30, 2020 US GAAP - USD	Three months ended Feb 28, 2021 US GAAP - USD	Three months ended May 31, 2021 US GAAP - USD	Year ended May 31, 2021 US GAAP - USD
Cannabis revenue	\$ 67,120	\$ 70,155	\$ 55,701	\$ 71,358	\$ 264,334
Cannabis excise	(15,918)	(15,389)	(13,980)	(17,655)	(62,942)
Beverage alcohol revenue	-	754	12,358	16,549	29,661
Beverage alcohol excise	-	(44)	(416)	(602)	(1,062)
Dis tribution revenue	66,288	73,983	70,237	66,792	277,300
Wellness revenue		-	-	5,794	5,794
Revenue	117,490	129,459	123,900	142,236	513,085
Cannabis costs	25,775	29,632	25,373	49,731	130,511
Beverage alcohol costs	-	281	7,057	5,349	12,687
Dis tribution cos ts	56,770	64,263	61,014	60,425	242,472
Wellness costs	-	-	-	4,233	4,233
Cost of goods sold	82,545	94,176	93,444	119,738	389,903
Gross profit	\$ 34,945	\$ 35,283	\$ 30,456	\$ 22,498	\$ 123,182
Gross margin	29.7%	27.3%	24.6%	15.8%	24.0%



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#### **Through May 31, 2021**

	Three months ended August 31, 2020 US GAAP - USD	Three months ended Nov 30, 2020 US GAAP - USD	Three months ended Feb 28, 2021 US GAAP - USD	Three months ended May 31, 2021 US GAAP - USD	Year ended May 31, 2021 US GAAP - USD
Gross profit	\$ 34,945	\$ 35,283	\$ 30,456	\$ 22,498	\$ 123,182
Operating expenses:					
General and adminis trative 1	25,972	28,273	24,483	32,847	111,575
Am ortiza tion	4,127	4,208	10,786	16,100	35,221
Selling	5,817	6,079	6,155	8,525	26,576
Marketing and promotion	4,925	4,252	3,259	5,103	17,539
Research and development	120	225	127	358	830
Transaction costs	2,458	18,206	9,688	33,260	63,612
Operating loss	(8,474)	(25,960)	(24,042)	(73,695)	(132,171)
Non operating items	(19,095)	(77,481)	(228,283)	112,044	(212,815)
Loss before income taxes	(27,569)	(103,441)	(252,325)	38,349	(344,986)
Income taxes (recovery)	(5,825)	(14,192)	6,301	4,744	(8,972)
Net loss	\$ (21,744)	\$ (89,249)	\$ (258,626)	\$ 33,605	\$ (336,014)



#### **Through May 31, 2021**

	Three months ended August 31, 2020 US GAAP - USD	Three months ended Nov 30, 2020 US GAAP - USD	Three months ended Feb 28, 2021 US GAAP - USD	Three months ended May 31, 2021 US GAAP - USD	Year ended May 31, 2021 US GAAP - USD
Net loss	\$ (21,744)	\$ (89,249)	\$ (258,626)	\$ 33,605	\$ (336,014)
Income taxes (recovery)	(5,825)	(14,192)	6,301	4,744	(8,972)
Non-operating items	19,095	77,481	228,283	(112,044)	212,815
Trans action cos ts	2,458	18,206	9,688	33,260	63,612
A m ortiza tion <sup>2</sup>	10,979	12,031	20,283	24,539	67,832
Acquisition mark-up on inventory	<del></del>		835	-	835
Share-based compensation	2,850	5,489	3,075	5,937	17,351
Inventory valuation adjustments	-	-	-	19,919	19,919
Facility s tart-up costs	-	-	-	2,056	2,056
Lease expense	257	373	404	303	1,337
Adjusted EBITDA	\$ 8,070	\$ 10,139	\$ 10,243	\$ 12,319	\$ 40,771



# The pro forma trailing twelve months ended February 28, 2021 is comprised of the following unaudited combined legacy information:

- Legacy Aphria US GAAP and USD historical quarterly information from May 31, 2020 to February 28, 2021 as shown in this primer
- Legacy Tilray historical quarterly information from June 30, 2020 to March 31, 2021

	Three months ended May 31, 2020 US GAAP - USD	Three months ended August 31, 2020 US GAAP - USD	Three months ended Nov 30, 2020 US GAAP - USD	Three months ended Feb 28, 2021 US GAAP - USD	Trailing twelve months ended Feb 28, 2021 US GAAP - USD
Legacy Aphria (US GAAP & USD)	May 31, 2020	August 31, 2020	November 30, 2021	February 28, 2021	Total
Legacy Tilray	June 30, 2020	September 30, 2020	December 31, 2020	March 31, 2021	Total



	Three months ended May 31, 2020 US GAAP - USD	Three months ended August 31, 2020 US GAAP - USD	Three months ended Nov 30, 2020 US GAAP - USD	Three months ended Feb 28, 2021 US GAAP - USD	Trailing twelve months ended Feb 28, 2021 US GAAP - USD
Cannabis revenue	\$ 79,004	\$ 98,546	\$ 111,387	\$ 87,087	376,024
Cannabis excise	(13,386)	(20,131)	(21,207)	(18,626)	(73,350)
Beverage alcohol revenue	·	<del></del>	754	12,358	13,112
Beverage alcohol excis e	<del></del>		(44)	(416)	(460)
Dis tribution revenue	73,955	66,288	73,983	70,237	284,463
Wellness revenue	20,243	19,980	15,328	16,635	72,186
Revenue	159,816	164,683	180,201	167,275	671,975
Cannabis costs	58,795	57,705	54,758	42,770	214,028
Beverage alcohol costs			281	7,057	7,338
Dis tribution cos ts	65,043	56,770	64,263	61,014	247,090
Wellness costs	13,590	11,524	10,151	12,475	47,740
Cost of goods sold	137,428	125,999	129,453	123,316	516,196
Gross profit	22,388	38,684	50,748	43,959	155,779
Gross margin	14.0%	23.5%	28.2%	26.3%	23.2%



	Three months ended May 31, 2020 US GAAP - USD	Three months ended August 31, 2020 US GAAP - USD	Three months ended Nov 30, 2020 US GAAP - USD	Three months ended Feb 28, 2021 US GAAP - USD	Trailing twelve months ended Feb 28, 2021 US GAAP - USD
Gross profit	\$ 22,388	\$ 38,684	\$ 50,748	\$ 43,959	\$ 155,779
Operating expenses:					
General and administrative	46,467	46,149	47,511	50,070	190,197
Share-based compensation					
Am ortiza tion	6,982	7,552	7,577	14,284	36,395
Selling, Marketing and promotion	23,475	21,216	22,916	19,153	86,760
Research and development	1,171	1,135	1,533	1,329	5,168
Im pa irm e n t	79,050		2,904		81,954
Transaction costs	3,177	2,458	14,061	54,688	74,384
Loss from equity method investments	1,327	1,420	1,488	1,787	6,022
Operating loss	(139,261)	(41,246)	(47,242)	(97,352)	(325,101)
Non operating items	(32,543)	11,738	(61,240)	(496,185)	(578,230)
Loss before income taxes	(171,804)	(29,508)	(108,482)	(593,537)	(903,331)
Income taxes (recovery)	(5,811)	(5,448)	(16,286)	6,044	(21,501)
Net loss	\$ (165,993)	\$ (24,060)	\$ (92,196)	\$ (599,581)	\$ (881,830)



	Three months ended May 31, 2020 US GAAP - USD	Three months ended August 31, 2020 US GAAP - USD	Three months ended Nov 30, 2020 US GAAP - USD	Three months ended Feb 28, 2021 US GAAP - USD	Trailing twelve months ended Feb 28, 2021 US GAAP - USD
Legacy Aphria adjusted EBITDA	\$ 3,211	\$ 8,070	\$ 10,139	\$ 10,243	\$ 31,663
Le gacy Tilray adjus ted EBITDA	(12,277)	(1,547)	3,219	(6,283)	(16,888)
Pro forma EBITDA	\$ (9,066)	\$ 6,523	\$ 13,358	\$ 3,960	\$ 14,775



