

Tilray Brands Enters Agreement to Acquire BrewDog's Key U.S. Assets

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Tilray Brands, a leading global lifestyle and consumer packaged goods company at the forefront of the beverage, cannabis, and wellness industries, announced that the Company has entered into an asset purchase agreement to acquire certain strategic assets of BrewDog in the United States, including its brewery, pub, and hotel in Columbus, Ohio, as well as the pubs in New Albany, Ohio, Cleveland, Ohio, and Las Vegas, Nevada. As one of the largest craft beer brands in Ohio, this acquisition aligns with Tilray's regional jewel strategy.

Irwin D. Simon, Chairman and Chief Executive Officer of Tilray Brands, said, "The acquisition of BrewDog's key U.S. assets strengthens our U.S. beverage platform and advances our regional craft beer strategy across North America. BrewDog has built a strong following in Ohio and established a highly visible presence in Las Vegas, including a flagship brewpub located on a premier stretch of the Las Vegas Strip. These assets fit squarely within our brewpub model, creating destination-led venues that deepen consumer engagement while providing new opportunities to introduce and sell our broader portfolio of Tilray beverage brands."

Simon continued, "This transaction reinforces Tilray's acquisition of BrewDog's operating assets, building on our previously announced deals in the United Kingdom, Ireland, and Australia. Tilray now owns the BrewDog brand and its intellectual property worldwide. This positions us to steward the brand's next chapter with a unified strategy and a fully integrated North American brewpub footprint designed to support long-term growth and brand strength."