Sanity Group
AN ORGANIGRAM GLOBAL COMPANY

PRESS RELEASE

Organigram Global: Sanity Group Integrated Into Global Corporate Structure

- Accelerated integration of Sanity Group into Organigram's global corporate structure marks next phase of international growth strategy
- Sanity founder Finn Hänsel appointed Chief Strategy Officer & President, Rest of World, Adrian Frenzel takes charge of Organigram's operations as Global Chief Operating Officer; Tim Emberg to remain President, Canada
- Organigram's integrated supply and commercial network will now span Canada, Germany, Switzerland, Poland, Czechia, the United Kingdom and Australia
- Sanity Group contributed approximately CAD$40 million, or 35 percent, to Organigram's consolidated net revenue in the most recent quarter and was accretive to Adjusted EBITDA
- Strong growth momentum: Driven by the combination, quarterly revenue rose 34 percent over the last two calendar quarters to €25.5 million

Berlin, Germany, August 20, 2026 – Berlin-based cannabis company Sanity Group GmbH is being integrated into the global corporate structure of Canadian cannabis market leader Organigram Global Inc. (NASDAQ: OGI; TSX: OGI) well ahead of the originally planned earnout period. As part of this step, the parties have replaced the originally performance-based earnout from the Sanity Group acquisition with a fixed earnout, set at 85 percent of the maximum value provided for in the purchase agreement. The consideration comprises €20 million in cash plus approximately €76 million payable in Organigram shares, becoming due on April 1, 2027, with payment of the cash and issuance of the shares no later than May 1, 2027. The number of shares to be issued will be based on the 20-day volume-weighted average price (VWAP) of Organigram's shares on the TSX, measured three trading days prior to the payment date, subject to a floor of C$3.00 and a cap of C$4.00 per share. The integration is also accompanied by two significant leadership changes at the group level.

"Since closing the acquisition, our teams have worked exceptionally well together, and we have seen firsthand the strength of Sanity's business. Completing the earnout ahead of schedule creates clarity and allows us to operate as one company – bringing Canadian production together with European market and regulatory expertise under one roof," said James Yamanaka, Chief Executive Officer of Organigram Global.

The agreement is grounded in Sanity Group's business performance to date: quarterly revenue rose 34 percent over the past two quarters to €25.5 million. Leadership, operations and international market development at Organigram and Sanity are being brought together under a single global structure. Organigram thereby holds a leading position in the world's two largest federally regulated cannabis markets, Canada and Germany, connecting them with existing operations in Switzerland, Australia and the United Kingdom, as well as its growing presence in Poland and Czechia.

Germany is one of the largest and fastest-growing medical cannabis markets in Europe. According to market estimates, the market was valued at more than €2 billion in 2025, serving approximately 800,000 patients, and is expected to exceed €4 billion by 2028.*

New Leadership Structure Forms the Basis for Successful Global Alignment

Finn Hänsel, co-founder and former Managing Director of Sanity Group, takes on the newly created role of President, Rest of World and Chief Strategy Officer at Organigram. In this role, he is responsible for the company's global corporate strategy, international market development outside Canada, and strategic partnerships. Hänsel began his career as a consultant at Boston Consulting

Group, co-founded Sanity Group in 2018 and brings more than 15 years of experience building consumer and healthcare businesses; he previously co-founded Australian online fashion retailer The Iconic and served as CEO of relocation platform Movinga. “Full integration allows us to bring together Organigram’s capabilities in Canada with Sanity’s commercial, regulatory and market expertise in Europe as one global company. By aligning our priorities and making decisions for the combined business, we can move more quickly to strengthen our position in Germany and pursue growth opportunities across international markets,” said Finn Hänsel.

At the same time, Adrian Frenzel, Managing Director and COO of Sanity Group since early 2025 – formerly consultant at McKinsey & Company, Co-CEO of HelloFresh USA and COO of Gorillas – is appointed Global Chief Operating Officer of Organigram, taking charge of operational management across the company's global business and supply chain. "We are now bringing two operating organizations under one shared operating model. That creates shorter decision-making paths between Canadian production and international distribution and is the prerequisite for driving margin and scale benefits across the entire group," said Adrian Frenzel.

Tim Emberg will continue in his role as President, Canada. Sanity Group's operational leadership in Germany also remains anchored at its Berlin headquarters.

Sanity Group as Organigram's European Hub
Sanity Group is one of Europe's leading cannabis companies, headquartered in Berlin. Founded in 2018, the company develops and distributes products in medical cannabis and wellbeing and is active in several European markets. With a network of strong partners, deep regulatory expertise and a clear focus on quality and innovation, Sanity Group is actively shaping the future of the European cannabis market. As a platform within Organigram, Sanity Group contributes its market position and regulatory expertise in Germany, one of the largest and fastest-growing medical cannabis markets in Europe, to the integrated structure. Beyond Germany, Sanity is active in Switzerland and is currently building its presence in Poland, the United Kingdom and Czechia.

Organigram already supplies medical cannabis products to Germany, Australia and the United Kingdom and recently launched ten product SKUs in the Australian medical cannabis market.

*Source: Euromonitor, Precedence Research (https://www.precedenceresearch.com/databook/germany-legal-cannabis-market), internal estimates.

About Sanity Group
Sanity Group aims to improve people’s quality of life through the use of cannabinoids and the utilization of the endocannabinoid system. The focus is on cannabinoid-based pharmaceuticals and consumer goods. To harness the full potential of cannabis, Sanity Group invests in research of the cannabis plant and its active ingredients as well as in specific areas of application. Sanity Group, founded in Berlin in 2018 by Finn Age Hänsel, includes Vayamed, avaay Medical and ZOIKS (medical cannabis), Endosane Pharmaceuticals (finished pharmaceuticals), vaay (lifestyle) and Grashaus Projects (recreational cannabis Swiss pilot project). More information at sanitygroup.com/press.

About Organigram Global
Organigram Global Inc. is a NASDAQ Global Select Market and TSX listed company whose wholly owned subsidiaries include Organigram Inc., a licensed cultivator and processor. Through its acquisition of Sanity Group, Organigram participates in the German medical cannabis market and other emerging markets within Europe.

Organigram is focused on producing high-quality cannabis for adult consumers, as well as extending the Company's global footprint. Organigram has also developed and acquired a portfolio of cannabis brands, including Edison, Big Bag O' Buds, SHRED, Monjour, Tremblant, Collective Project, Trailblazer, BOXHOT and DEBUNK. Through its acquisition of Sanity Group, Organigram's

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European brands include Vayamed, avaay, ZOIKS, Endosane Pharmaceuticals, VAAY, and Grashaus Projects. Organigram operates facilities in Moncton, New Brunswick and Lac Supérieur, Quebec, with a dedicated edibles manufacturing facility in Winnipeg, Manitoba. The Company also operates two additional cannabis processing facilities in Southwestern Ontario; one in Aylmer and the other in London. The facility in Aylmer houses best-in-class extraction capabilities, and is optimized for formulation refinement, post-processing of minor cannabinoids, and infused pre-roll production. The facility in London will be optimized for labelling, packaging, and national fulfillment. The Company is regulated by Health Canada under the Cannabis Act and the Cannabis Regulations.

Forward-Looking Information
This news release contains forward-looking information. Often, but not always, forward-looking information can be identified by the use of words such as "plans", "expects", "estimates", "intends", "anticipates", "believes" or variations of such words and phrases or state that certain actions, events, or results "may", "could", "would", "might" or "will" be taken, occur or be achieved. Forward-looking information including expectations regarding market performance, involves known and unknown risks, uncertainties and other factors that may cause actual results, events, performance or achievements of Organigram Global to differ materially from current expectations or future results, performance or achievements expressed or implied by the forward-looking information contained in this news release. Risks, uncertainties and other factors involved with forward-looking information could cause actual events, results, performance, prospects and opportunities to differ materially from those expressed or implied by such forward-looking information include factors and risks disclosed in the Company's most recent annual information form, management's discussion and analysis, and other Company documents filed from time to time on SEDAR+ (see www.sedarplus.ca) and filed or furnished to the Securities and Exchange Commission on EDGAR (see www.sec.gov). Readers are cautioned not to place undue reliance on these forward-looking statements, which speak only as of the date of this press release. Although the Company believes that the assumptions and factors used in preparing the forward-looking information in this news release are reasonable, undue reliance should not be placed on such information and no assurance can be given that such events will occur in the disclosed time frames or at all. The forward-looking information included in this news release are made as of the date of this news release and the Company disclaims any intention or obligation, except to the extent required by law, to update or revise any forward-looking information, whether as a result of new information, future events or otherwise.

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