

Emerald Health Therapeutics Logo

Emerald Health Therapeutics Appoints Agro-Biotech President

November 22, 2018

Thierry Schmidt brings extensive marketing and business strategy experience from consumer goods industry

VICTORIA, British Columbia, Nov. 22, 2018 (GLOBE NEWSWIRE) -- Emerald Health Therapeutics, Inc. ("Emerald") (TSXV:EMH; OTCQX:EMHTF) ("Emerald") today announced that Thierry Schmidt has been appointed President of Agro-Biotech, its Québec-based licensed cannabis production operation, effective November 26, 2018. Mr. Schmidt brings 20 years of experience in marketing, brand advocacy, and general management; he has held senior leadership positions at Next Level Energy Inc., L'Oréal Canada, and British American Tobacco.

"We welcome Thierry to Agro-Biotech. As a born-and-raised Francophone with deep consumer goods business and marketing expertise, Thierry is ideally positioned to advance Agro-Biotech's strategy to serve patients and consumers in Quebec," said Mr. Chris Wagner, CEO, Emerald Health Therapeutics.

"Agro-Biotech and Emerald stand out in the cannabis industry for their extensive experience in life sciences as well as cannabis cultivation and marketing," said Mr. Schmidt. "I look forward to driving a highly competitive production and product strategy for Agro-Biotech."

Mr. Schmidt is a seasoned marketing executive leader with extensive experience in the consumer goods industry. He has held leadership and senior management positions in new business development, operations, sales, investor relations, and brand/consumer development. As General Manager at L'Oréal and Chief Marketing Officer at Next Level Energy Inc., he managed product development focused on developing a sustainable and profitable business model as well as brand advocacy. Furthermore, in his Business Development and Sales Director roles at British American Tobacco, he successfully developed and launched a national trade marketing strategy.

Mr. Schmidt has been granted an option to acquire up to 125,000 common shares vesting over three years.

About Emerald Health Therapeutics, Inc.

Emerald Health Therapeutics, Inc. (TSXV: EMH; OTCQX: EMHTF; Frankfurt: TBD) is a Canadian licensed producer of cannabis. Its 50%-owned Pure Sunfarms joint venture in BC is completing a sophisticated 1.1 million square feet greenhouse; its Agro-Biotech operation in Québec is completing a 75,000 square feet indoor facility. Commercial production is expanding in both facilities. It secured approximately 500 acres of hemp harvest in 2018 and has contracted for approximately 1000 acres in 2019 to 2022 with the goal of extracting low-cost cannabidiol (CBD). Emerald's team is highly experienced in life sciences, product development, large-scale agri-business, and marketing, and is focused on developing proprietary, value-added cannabis products for medical and adult-use customers. Emerald is part of the [Emerald Health group](#), which is broadly focused on developing pharmaceutical, botanical, and nutraceutical products that may provide wellness and medical benefits by interacting with the human body's endocannabinoid system.

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We cannot guarantee that any forward-looking statement will materialize, and readers are cautioned not to place undue reliance on these forward-looking statements. These forward-looking statements involve risks and uncertainties related to, among other things, failure to obtain regulatory approvals; failure to obtain necessary financing; results of production and sale activities; results of scientific research; regulatory changes; changes in prices and costs of inputs; demand for labour; demand for products; as well as the risk factors described in the Company's annual information form and other regulatory filings. The forward-looking statements contained in this press release represent our expectations as of the date hereof. Forward-looking statements are presented for the purpose of providing information about management's current expectations and plans and allowing investors and others to obtain a better understanding of our anticipated operating environment. Readers are cautioned that such information may not be appropriate for other purposes. The Company undertakes no obligations to update or revise such statements to reflect new circumstances or unanticipated events as they occur, unless required by applicable law.



Source: Emerald Health Therapeutics Inc.