



## DAVIDsTEA Hires Vice-President of Marketing

November 22, 2023

**MONTREAL, November 22, 2023** – DAVIDsTEA Inc. (TSX-Venture: DTEA) (“DAVIDsTEA” or the “Company”), a leading tea merchant in North America, announced today the hiring of Adriana Germilli as Vice-President of Marketing to stimulate demand creation and accelerate sales growth.

Ms. Germilli, who holds a Bachelor of Commerce degree from McGill University, is a seasoned brand marketer with over 17 years of experience in strategic communications and branding, including a distinct expertise in international brand expansion. With a professional background spanning diverse verticals such as fashion, toy market, and wellness consumable goods, she has a robust proficiency for developing forward-thinking strategies. On the strength of a value-driven approach to marketing, Ms. Germilli champions women in leadership through mentorship and driving the Company’s outreach and giveback programs.

Ms. Germilli previously served as Director of Marketing at DAVIDsTEA from 2016 to 2022. Her professional experience includes global brands, such as Mattel and ALDO, and expertise in wholesale and trade marketing. With an ability to connect with customers in many channels, Ms. Germilli’s background will drive growth across DAVIDsTEA’s omni-channel business.

“We are delighted to welcome Adriana back to drive sales growth, customer experience and value creation at DAVIDsTEA,” said Sarah Segal, Chief Executive Officer and Chief Brand Officer, DAVIDsTEA. “Adriana is passionate about elevating the brand and customer experience to new heights. She will be leading new product line go-to market strategies at DAVIDsTEA as well as the amplification and build of customer-centric content for loyalty members. Her familiarity with the Company will make for a smooth transition and deliver an amazing experience for our customers and partners.”

### About DAVIDsTEA

DAVIDsTEA offers a specialty branded selection of high-quality proprietary loose-leaf teas, pre-packaged teas, tea sachets, tea-related accessories and gifts through its e-commerce platform at [www.davidstea.com](http://www.davidstea.com) and the Amazon Marketplace, its wholesale customers which include over 3,800 grocery stores and pharmacies, and 18 company-owned stores across Canada. The Company offers primarily proprietary tea blends that are exclusive to the Company, as well as traditional single-origin teas and herbs. Our passion for and knowledge of tea permeates our culture and is rooted in an excitement to explore the taste, health and lifestyle elements of tea. With a focus on innovative flavours, wellness-driven ingredients and organic tea, the Company launches seasonally driven “collections” with a mission of making tea fun and accessible to all. The Company is headquartered in Montréal, Canada.

### Caution Regarding Forward-Looking Statements

This press release includes statements that express our opinions, expectations, beliefs, plans or assumptions regarding future events or future results and there are, or may be deemed to be, “forward-looking statements” within the meaning of the Private Securities Litigation Reform Act of 1995 (the “Act”). The following cautionary statements are being made pursuant to the provisions of the Act and with the intention of obtaining the benefits of the “safe harbor” provisions of the Act. These forward-looking statements can generally be identified by the use of forward-looking terminology, including the terms “believes”, “expects”, “may”, “will”, “should”, “approximately”, “intends”, “plans”, “estimates” or “anticipates” or, in each case, their negatives or other variations or comparable terminology. These forward-looking statements include all matters that are not historical facts and include statements regarding our intentions, beliefs or current expectations concerning, among other things, our strategy of transitioning to e-commerce and wholesale sales, future sales through our e-commerce and wholesale channels, our results of operations, financial condition, liquidity and prospects, and the impact of the COVID-19 pandemic on the global macroeconomic environment.

While we believe these opinions and expectations are based on reasonable assumptions, such forward-looking statements are inherently subject to risks, uncertainties and assumptions about us, including the risk factors discussed in Management’s Discussion and Analysis of Financial Condition and Results of Operations for our fiscal year ended January 28, 2023, filed with the Autorité des marchés financiers, on April 28, 2023 which could materially affect our business, financial condition or future results.

Neither the TSX Venture Exchange nor its Regulation Services Provider accepts responsibility for the adequacy or accuracy of this release.

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