



TREE OF KNOWLEDGE ANNOUNCES FORMER NESPRESSO CEO AND GLOBAL CONSUMER BRANDS EXPERT APPOINTED AS NEW CEO

Toronto, ON, July 23, 2018 – Tree of Knowledge International Corp. (**CSE:TOKI; OTC:TRKWF**) (the “**Company**” or “**TOK**”) (formerly Courtland Capital Inc.) is pleased to announce that Mr. Jean-Paul Gaillard has joined the Company as its new Chief Executive Officer. Mr. Michael Caridi, the Company’s previous CEO, will remain as Chairman of the Board of Directors.

Mr. Gaillard’s experience includes six years in operational positions in the U.S. His primary focus is general management, marketing, finance and profit center responsibility honed from working with major multinationals such as Philip Morris Companies and Nestlé, as well as with medium-sized companies in industrial products and fast moving consumer goods. He is also highly experienced in managing special situations and strategic change.

Jean-Paul’s best known achievements include the creation and international expansion of the Marlboro Classics brand for Philip Morris, and the turnaround of Nespresso for the Nestlé Group.

At Philip Morris, he turned the Marlboro Classics brand into the unchallenged leader in its category, on par with the most successful competitors in this field. At Nespresso, starting with a business Nestlé had decided to close down following several unsuccessful attempts to succeed in the market, he took over as CEO. He defined and implemented a totally new business model which is still prevailing today and created the Nespresso Club. He oversaw the development of an international group of companies, including overseeing all key agreements and negotiations with the machine partners such as Krups, as well as most current machine partners. His efforts were instrumental in making this business model into the worldwide success it became and continues today. This was done outside of the established Nestlé structure. From a company with less than 10 people, he turned the business into a multinational group with a worldwide presence and exceptional growth. Nespresso ended up generating a multibillion turnover with some of the highest margins and ROIC in the food and beverage industry.

As CEO, he also oversaw the reorganization of Moevenpick’s Food Division and the acquisition of Ben & Jerry’s by Unilever. Moevenpick Ice Cream was subsequently bought by Nestlé. He was also instrumental in the sale of Ebel (LVMH) to the Movado Group (NYSE) and was also involved in the change of ownership of the Pilatus Aircraft company. Mr. Gaillard was also the founder and chairman of Ethical Coffee Company SA, which is the sole manufacturer of biodegradable coffee capsules, compatible with Nespresso machines.

Mr. Gaillard is currently the Chairman of Coventry Holding Group, a company specialized in M&A and special situations. Mr. Gaillard conducted his studies in Switzerland, England and the US, including 2 years in engineering and law. He also studied Business and Administration at the International Institute for Management Development (IMD) (SSE – Senior Level) in Lausanne/Switzerland, and at University of California, Los Angeles (UCLA).

Michael Caridi, Chairman of the Company stated: “The addition of Mr. Gaillard with his significant global brands and consumer goods experience will be extremely beneficial to the Company as we move forward with our goal of becoming a dominant global brand. He is an exciting addition to our executive leadership team with his demonstrated leadership abilities, vision for creating and launching new products, M&A and financing expertise. He has a remarkable track record for building global brands and we are excited to have him join our team.”

ABOUT TREE OF KNOWLEDGE

The Company produces and sells hemp-based cannabidiol (‘CBD’) products in certain jurisdictions in the United States, as well as in Europe, South America, Australia and China. Cannabidiol/CBD is a natural constituent of hemp which is purported to contain wellness properties. TOK’s CBD product line contains EVR Premium Hemp Oil, which is an organically grown and handled, gluten-free, vegan, non-GMO, synergistic compound that is derived from U.S. Department of Agriculture (USDA) approved industrial hemp grown in the United States. TOK currently offers several CBD products, which may be used in connection with the treatment of a number of ailments and for general wellness purposes.

For further information about TOK, please see the Company’s website at www.Evrcbd.com or contact the following:

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