

FORM 7

MONTHLY PROGRESS REPORT

Name of Listed Issuer: High Tide Inc. (the "Issuer")
Trading Symbol: HITI
Number of Outstanding Listed Securities: 206,846,892
Date: August 7, 2019 for the month ended July 30, 2019

This Monthly Progress Report must be posted before the opening of trading on the fifth trading day of each month. This report is not intended to replace the Issuer's obligation to separately report material information forthwith upon the information becoming known to management or to post the forms required by Exchange Policies. If material information became known and was reported during the preceding month to which this report relates, this report should refer to the material information, the news release date and the posting date on the Exchange website.

This report is intended to keep investors and the market informed of the Issuer's ongoing business and management activities that occurred during the preceding month. Do not discuss goals or future plans unless they have crystallized to the point that they are "material information" as defined in the Policies. The discussion in this report must be factual, balanced and non-promotional.

General Instructions

- (a) Prepare this Monthly Progress Report using the format set out below. The sequence of questions must not be altered, nor should questions be omitted or left unanswered. The answers to the items must be in narrative form. State when the answer to any item is negative or not applicable to the Issuer. The title to each item must precede the answer.
- (b) The term "Issuer" includes the Issuer and any of its subsidiaries.
- (c) Terms used and not defined in this form are defined or interpreted in Policy 1 – Interpretation and General Provisions.

Report on Business

1. *Provide a general overview and discussion of the development of the Issuer's business and operations over the previous month. Where the Issuer was inactive disclose this fact.*

General Overview

High Tide is an Alberta-based, retail-focused cannabis corporation enhanced by the manufacturing and wholesale distribution of smoking accessories and cannabis lifestyle products. It is a vertically-integrated company in the Canadian cannabis market, with portfolio subsidiaries including RGR Canada Inc., Famous Brandz Inc., Kush West Distribution Inc., Smoker's Corner Ltd., Grasscity.com, Canna Cabana Inc. and the majority of KushBar Inc. High Tide's strategy as a parent company is to extend and strengthen its integrated value chain, while providing a complete customer experience and

maximizing shareholder value. Key industry investors in High Tide include Aphria Inc. (TSX: APHA) (NYSE: APHA), Aurora Cannabis Inc. (NYSE: ACB) (TSX: ACB) and FSD Pharma Inc. (CSE: HUGE) (OTC: FSDDF) (FRA: 0K9).

Representing the core of High Tide's business, RGR Canada Inc. is a high-quality and innovative designer, manufacturer and distributor of cannabis accessories. Famous Brandz Inc. is a dominant manufacturer of licensed lifestyle accessories, through partnerships with celebrities and entertainment companies including Snoop Dogg and Paramount Pictures. Famous Brandz' products are sold to wholesalers and retailers around the world. Founded in 2009 and approved by the Canadian Franchise Association, Smoker's Corner Ltd. is among Canada's largest counter-culture chains with 14 locations. Kush West Distribution is in the process of becoming a cannabis wholesaler in the province of Saskatchewan. Based in Amsterdam since 2000, Grasscity.com is the world's preeminent and most searchable online retailer of smoking accessories and cannabis lifestyle products with approximately 5.8 million site visits annually. With the deregulation of recreational cannabis for adult use across Canada, Canna Cabana Inc., with 21 currently-branded locations, is in the process of becoming a sizeable retail brand with a sophisticated yet playful customer experience, while KushBar Inc. is a retail concept that will also be focused on the valued Canadian cannabis consumer.

For more information about High Tide Inc., please visit www.hightideinc.com and its profile page on SEDAR at www.sedar.com.

Discussion of the Development of High Tide's Business and Operations during July 2019

High Tide Inc. ("High Tide")

On July 3, 2019 High Tide Inc. announced that the Canna Cabana retail store located at 10831 100 Street in Grande Prairie, Alberta received its first delivery of cannabis products from Alberta Gaming, Liquor and Cannabis and began selling recreational cannabis for adult use on June 29, 2019. The Grande Prairie Store had been selling smoking accessories since late January but was licensed by AGLC as High Tide's fifth retail cannabis store on June 3, 2019.

On July 10, 2019 High Tide Inc. announced that the Canna Cabana retail stores located at Unit #4, 16952 111 Avenue NW in Edmonton and at Bay #130, 100 Stockton Avenue in Okotoks both received their first deliveries of cannabis products from Alberta Gaming, Liquor and Cannabis and began selling recreational cannabis for adult use on July 9, 2019.

On July 18, 2019 High Tide Inc. announced that coverage of the Company has been initiated by Kimberly Hedlin, CPA, CMA, Analyst at Canaccord Genuity Capital Markets Clients of Canaccord Genuity can access the research report directly, while other interested parties can contact High Tide for more information. The Company has added the Analyst's contact information to the High Tide website under the "Analyst Coverage" menu on the "Invest" tab, located at www.hightideinc.com/invest.

On July 23, 2019 High Tide Inc. announced that it recently signed a 5-year lease, with an option to extend the term, for a warehouse approximately 25,000 square feet in size at Unit #145, 6255 North Hollywood Boulevard in Las Vegas, Nevada and has begun to

develop it as the Company's primary storage and distribution hub in the United States. The Nevada Warehouse is a major strategic initiative for High Tide as it facilitates the expansion of its wholesale segment, including over 4,300 SKUs in the RGR Canada and Famous Brandz product catalogues, while providing a location from which to ship orders placed by the thousands of US customers who shop on the Grasscity e-commerce website and enabling the Company to pursue the sale of hemp-derived cannabidiol ("CBD") products in the US and other international markets.

On July 24, 2019 High Tide Inc. announced the voting results from its Annual General and Special Meeting of Shareholders held on Wednesday, July 24, 2019 in Calgary, Alberta. All nominees included in its Notice of Annual General and Special Meeting of Shareholders and Management Information Circular dated June 18, 2019 were elected as directors of High Tide.

The results of the votes were as follows:

Nominee	Votes For:		Votes Withheld:	
	Number	%	Number	%
Harkirat ("Raj") Grover	80,291,069	99.46	434,832	0.54
Nitin Kaushal	80,677,477	99.94	48,424	0.06
Arthur Kwan	79,733,981	98.77	991,920	1.23
Nader Ben Aissa	80,678,227	99.94	47,674	0.06
Binyomin Posen	80,678,027	99.94	47,874	0.06

All other resolutions included in the Circular were successfully approved by shareholders at the Meeting, including but not limited to the appointment of MNP LLP as the Company's auditor, fixing the number of directors at five and to consider the passing of other resolutions if deemed advisable, with or without variation.

On July 25, 2019 High Tide Inc. announced that the Canna Cabana retail stores located at Unit #116, 5305 Magasin Avenue in the city of Beaumont, a franchised store located at Unit #105, 330 10 Street NW in Calgary and at 5022 50 Street in Lacombe (collectively, the "New Alberta Stores") all received their first deliveries of cannabis products from Alberta Gaming, Liquor and Cannabis and have begun selling recreational cannabis for adult use.

On July 29, 2019 High Tide Inc. announced that its wholly-owned subsidiary, Famous Brandz Inc. recently signed its 9th license agreement with I.P.L. for access to various categories of its large Radio Days inventory of original images featuring historical celebrities, motion pictures, music albums, comics and other popular culture artwork (the "Radio Days License"). The Radio Days License grants Famous Brandz the right to reproduce and sell smoking accessories, including but not limited to bongs, containers, grinders, pipes, trays and vaporizers, to specialty retailers and distributors across North America over a term of 30 months.

On July 31, 2019 High Tide Inc. announced that the Canna Cabana retail store located at Unit A, 10310 100th Avenue in the city of Fort Saskatchewan received its first delivery of cannabis products from Alberta Gaming, Liquor and Cannabis and has begun selling recreational cannabis for adult use.

High Tide expects its next Canna Cabana locations and the first KushBar location to be licensed as retail cannabis stores by the end of August, which will bring its total to 24 locations across Canada, barring any changes to the current rate of licensing by AGLC.

The remaining Canna Cabana and KushBar locations needed to achieve the AGLC's maximum of 15% market share are currently under various stages of development and construction. Outside of Alberta, High Tide currently has a Canna Cabana retail cannabis store in Swift Current, Saskatchewan, along with 3 branded locations in Hamilton, Sudbury and Toronto, Ontario.

Wholesale Segment – RGR Canada Inc. (“RGR Canada”)

The Calgary warehouse continues to improve efficiencies and customer order fulfillment. RGR Canada continues its strong relative positioning to other wholesale competitors in the industry subsequent to the legalization of recreational cannabis for adult use in Canada in October of 2018.

In July, the Company continued to prepare RGR to add a significant volume of new SKUs to the Company's portfolio in the upcoming future.

RGR is reviewing products and associated accessories for the upcoming introduction of cannabis edibles with the anticipated late 2019 legalization of those product lines into the Canadian cannabis environment.

Wholesale Segment – Famous Brandz Inc. (“Famous Brandz”)

In July, the Company attended and exhibited at the Champs show in Las Vegas, Nevada.

In July, Famous Brandz Inc., signed its 9th license agreement with I.P.L. for access to various categories of its large Radio Days inventory of original images featuring historical celebrities, motion pictures, music albums, comics and other popular culture artwork. The Radio Days License grants Famous Brandz the right to reproduce and sell smoking accessories, including but not limited to bongs, containers, grinders, pipes, trays and vaporizers, to specialty retailers and distributors across North America over a term of 30 months.

Famous Brandz has begun the process of designing and producing a wide range of smoking accessories and cannabis lifestyle products featuring classic images of rock stars, pin-ups, sirens, horror movie characters which include but are not limited to Snoop Dogg Pounds, Cheech & Chong's Up in Smoke, Trailer Park Boys, Sublime and Guns N' Roses, which strengthens Famous Brandz' industry leading position in licensed product manufacturing and wholesale distribution.

The Company also recently renewed its license with Da' Grassy High Inc. until the end of 2021, which grants Famous Brandz the right to manufacture, distribute and sell smoking accessories featuring many of Kevin Smith's well-known movie characters. This license is an important agreement for Famous Brandz as it has enabled the business to develop highly recognizable products that have been sold successfully on both a wholesale and retail basis around the world. Based on the success of its celebrity licenses, High Tide expects to continue entering into agreements to reproduce popular brands and likenesses in the future.

The 2019 line of Snoop Dogg glass smoking accessories, Guns N' Roses, The Beach Bum, and Hellboy licensed products continued fulfilment with distribution through its Calgary warehouse as well as the third-party fulfilment facility in the United States.

The Company continues to expand the catalogue of products that are available to the Ontario Cannabis Store ("OCS"), which has placed orders on a regular basis since entering the previously announced Master Accessories Supply Agreement on September 21, 2018. The Company has resubmitted some products that are pending review with OCS.

Wholesale Segment – Kush West Distribution Inc. ("Kush West")

The Company continues to wait for its wholesale cannabis permit in the name of Kush West to be processed and approved by the Saskatchewan Lottery and Gaming Authority. High Tide expects its application to be approved and its permit to be issued in 2019.

Retail Segment – Smoker's Corner Ltd. ("Smoker's Corner")

No new Smokers Corner's opened in the month of July.

As of the end of July, the Smoker's Corner business had 14 operating locations including six corporate stores and eight franchised stores located across Alberta, British Columbia and Nova Scotia. Seven previous locations have either become or are in the process of becoming Canna Cabana retail cannabis stores, including five corporate stores and two franchised locations.

All Smoker's Corner locations continue to benefit from being supplied by High Tide's vast catalogue of more than 4,300 SKUs of smoking accessories and cannabis lifestyle products, including the full range of proprietary and licensed goods from High Tide's wholesale segment.

Retail Segment – Canna Cabana Inc. ("Canna Cabana")

As also provided under the High Tide summary above, the following Canna Cabana details relate to the month of July.

- On July 3, 2019 - Canna Cabana retail store located at 10831 100 Street in Grande Prairie, Alberta received its first delivery of cannabis products from Alberta Gaming, Liquor and Cannabis and began selling recreational cannabis for adult use on June 29, 2019. The Grande Prairie Store had been selling smoking accessories since late January but was licensed by AGLC as High Tide's fifth retail cannabis store on June 3, 2019.
- On July 10, 2019 - Canna Cabana retail stores located at Unit #4, 16952 111 Avenue NW in Edmonton and at Bay #130, 100 Stockton Avenue in Okotoks both received their first deliveries of cannabis products from Alberta Gaming, Liquor and Cannabis and began selling recreational cannabis for adult use on July 9, 2019.
- On July 25, 2019 - Canna Cabana retail stores located at Unit #116, 5305 Magasin Avenue in the city of Beaumont, a franchised store located at Unit #105, 330 10

Street NW in Calgary and at 5022 50 Street in Lacombe, collectively, the New Alberta Stores, all received their first deliveries of cannabis products from Alberta Gaming, Liquor and Cannabis and have begun selling recreational cannabis for adult use.

On July 31, 2019 - Canna Cabana retail store located at Unit A, 10310 100th Avenue in the city of Fort Saskatchewan received its first delivery of cannabis products from Alberta Gaming, Liquor and Cannabis and has begun selling recreational cannabis for adult use. High Tide expects its next 7 Canna Cabana locations and the first KushBar location to be licensed as retail cannabis stores by the end of August, which will bring its total to 24 locations across Canada, barring any changes to the current rate of licensing by AGLC. The remaining Canna Cabana and KushBar locations needed to achieve the AGLC's maximum of 15% market share are currently under various stages of development and construction. Outside of Alberta, High Tide currently has a Canna Cabana retail cannabis store in Swift Current, Saskatchewan, along with 3 branded locations in Hamilton, Sudbury and Toronto, Ontario.

At the store level, Canna Cabana employees continue to engage with customers, educating them about cannabis and smoking accessories using the Company's proprietary training program, and otherwise interacting with stakeholders as new members of the surrounding community.

High Tide continues with its pioneered free recycling program in all Canna Cabana stores for all Health Canada-approved cannabis product packaging. The recycling program will be offered at all subsequent Canna Cabana stores opening across Canada.

Retail Segment – KushBar Inc. (“KushBar”)

The Company's four KushBar retail cannabis locations in Alberta are currently under various stages of construction.

Retail Segment – Grasscity.com (“Grasscity”)

In July, the Company continued to see efficiency's produced from the June 2019 relaunch of a new Grasscity website, from the original Magento e-commerce architecture to the powerful Magento 2 platform Developed in partnership with Vaimo AB, an omnichannel global agency that helps clients drive success in digital commerce, the re-launched Grasscity website utilizes M2's increased customization, enterprise-level scalability and a relational database management system to provide its 5.8 million annual visitors with a vastly improved online shopping experience.

As part of upgrading to the M2 platform the Company also improved Grasscity's warehouse management system, which is designed to reduce processing times and error rates, thereby increase shipments for faster delivery times to customers around the world. The completion of Grasscity's migration to M2 also provides users with improved mobile usability.

The Company continues its integration of Grasscity, purchased in December of 2018 and based in Amsterdam. The Company's own SKUs have been listed on Grasscity and are showing promise with online consumers. High Tide has also assisted Grasscity with the

alignment of its financial reporting practices for the ongoing public disclosure of financial results.

2. *Provide a general overview and discussion of the activities of management.*

Various internal teams continue with active implementation of the 2019 product planning, manufacturing and distribution program while concurrently developing and implementing new product launches and store openings. Strategic planning for High Tide in 2020 and beyond is ongoing.

3. *Describe and provide details of any new products or services developed or offered. For resource companies, provide details of new drilling, exploration or production programs and acquisitions of any new properties and attach any mineral or oil and gas or other reports required under Ontario securities law.*

New products and licensed product lines continue to arrive as a normal course of business for RGR and Famous Brandz and are allocated to Canna Cabana stores on an ongoing basis.

At Canna Cabana stores, staff integrate new smoking accessory products along with new cannabis strains as they became available.

Upcoming edible legalization considerations related to products, program rollouts, and education development are in being coupled with High Tide's overall strategy development.

4. *Describe and provide details of any products or services that were discontinued. For resource companies, provide details of any drilling, exploration or production programs that have been amended or abandoned.*

No material products or services were discontinued in July of 2019.

5. *Describe any new business relationships entered into between the Issuer, the Issuer's affiliates or third parties including contracts to supply products or services, joint venture agreements and licensing agreements etc. State whether the relationship is with a Related Person of the Issuer and provide details of the relationship.*

No material information to report.

6. *Describe the expiry or termination of any contracts or agreements between the Issuer, the Issuer's affiliates or third parties or cancellation of any financing arrangements that have been previously announced.*

No material information to report.

7. *Describe any acquisitions by the Issuer or dispositions of the Issuer's assets that occurred during the preceding month. Provide details of the nature of the assets acquired or disposed of and provide details of the consideration paid or payable together with a schedule of payments if applicable, and of any valuation. State how the consideration was*

determined and whether the acquisition was from or the disposition was to a Related Person of the Issuer and provide details of the relationship.

Nothing to report.

8. *Describe the acquisition of new customers or loss of customers.*

No material information to report.

9. *Describe any new developments or effects on intangible products such as brand names, circulation lists, copyrights, franchises, licenses, patents, software, subscription lists and trademarks.*

Nothing material to report other than what has already been provided above.

10. *Report on any employee hiring's, terminations or lay-offs with details of anticipated length of lay-offs.*

In June, a total of 58 employees, up from 37 in June and 10 in May, were hired by the Company. 53 new hires for Canna Cabana at various retail locations, 3 RGR hires and 2 for Smoker's Corner.

In total, 14 employees departed the Company, 11 from Canna Cabana, two from RGR and 1 from Smoker's Corner.

11. *Report on any labour disputes and resolutions of those disputes if applicable.*

Not applicable, as there were no labour disputes or resolutions to report during the month of July 2019.

12. *Describe and provide details of legal proceedings to which the Issuer became a party, including the name of the court or agency, the date instituted, the principal parties to the proceedings, the nature of the claim, the amount claimed, if any, if the proceedings are being contested, and the present status of the proceedings.*

Not applicable, as there were no legal proceedings to which the Company became a party during the month of July 2019.

13. *Provide details of any indebtedness incurred or repaid by the Issuer together with the terms of such indebtedness.*

No material information to report.

14. *Provide details of any securities issued and options or warrants granted.*

In July 2019, High Tide did issue securities, grant options and/or warrants during the month as reported in Form 9 as required by the CSE.

15. *Provide details of any loans to or by Related Persons.*

No material information to report.

16. *Provide details of any changes in directors, officers or committee members.*

At High Tide's AGM on July 24, 2019, Binyomin Posen was elected in as a Board member.

17. *Discuss any trends which are likely to impact the Issuer including trends in the Issuer's market(s) or political/regulatory trends.*

Alberta removed the moratorium on issuing retail cannabis licences in May and began accepting new licence applications. This is a significant industry improvement and High Tide can now resume its high rate of growth by helping satisfy the strong demand for legal cannabis products throughout Alberta. In January 2019, AGLC opened up to allow another 10 licenses to move forward and that increase to licences has continued to increase as the months progressed in the Alberta retail cannabis space. Currently, there are over about 256 licenses issued by AGLC across Alberta as of August 7, 2019. High Tide hopes to see the other provinces mirror that progression.

The entire Canadian Cannabis industry is preparing for the legalization of cannabis concentrates, anticipated for October 2019, followed by cannabis edibles later in the year. This market diversification requires evaluation of the Company's product options and an opportunity to maximize its product portfolio as the Company anticipates a supply-driven expansion later this year.

In December 2018, the Province of Ontario announced significant changes to its cannabis retail licensing system. Rather than proceeding with its previously announced framework to allow cannabis retailers who satisfy various conditions to operate up to 75 locations each, the Province will only be licensing 25 total retail locations in advance of April 1, 2019 in response to concerns about supply shortages for legally produced cannabis. To determine which operators will be eligible to apply for the first 25 licenses, the Alcohol and Gaming Commission of Ontario ("AGCO") held a lottery on January 11, 2019. High Tide was aligned themselves with three winners of that lottery, as previously disclosed in these Form 7 documents.

Certificate of Compliance

The undersigned hereby certifies that:

1. The undersigned is a director and/or senior officer of the Issuer and has been duly authorized by a resolution of the board of directors of the Issuer to sign this Certificate of Compliance.
2. As of the date hereof there is no material information concerning the Issuer which has not been publicly disclosed.
3. The undersigned hereby certifies to the Exchange that the Issuer is in compliance with the requirements of applicable securities legislation (as such term is defined in National Instrument 14-101) and all Exchange Requirements (as defined in CNSX Policy 1).
4. All of the information in this Form 7 Monthly Progress Report is true.

Dated August 7, 2019.

Nick Kuzyk
Name of Director or Senior Officer

"Nick Kuzyk"
Signature

Chief Strategy Officer & SVP Capital
Markets
Official Capacity

Issuer Details		
Name of Issuer: High Tide Inc.	For Month Ending: July 31, 2019	Date of Report: 19/08/07
Issuer Address: #111-113, 11127 15 th Street NE		
City/Province/Postal Code: Calgary, Alberta T2K 2M4	Issuer Fax No.: (403) 265-4244	Issuer Telephone No.: (403) 265-4207
Contact Name: Krystal Dafoe	Contact Position: Director of Corporate Governance & Listings	Contact Telephone No.: (403) 265-4207
Contact Email Address: krystal@hightideinc.com	Web Site Address: www.hightideinc.com	