

*For Immediate Release***TC Transcontinental Printing wins more than \$20 million in new business for its In-Store Marketing (ISM) Group and integrates activities in Brampton**

Montréal, May 19, 2021 - TC Transcontinental (TSX: TCL.A TCL.B) today announced the relocation of TC Transcontinental Printing's in-store marketing (ISM) product printing activities from the recent acquisitions of Holland & Crosby and Artisan Complete Limited to Transcontinental Brampton, in order to propel its growth in the promising ISM market. The ISM group, which already generates significant revenues, will see further growth with the addition of yet another major Canadian retailer, bringing more than 20 million \$ in new business annually. To bring brands to life, Transcontinental Brampton will also be opening an Innovation Laboratory this summer for customers to test products on different types of shelves.

Focused on retailers and global brands, the ISM Group's offering includes the conception, design and building of the full range of indoor and outdoor signage, displays, fixtures and furniture for retail spaces, whether made from paper, cardboard, plastic, wood or metal.

"The integration of our recent acquisitions in Brampton is an important milestone in our growth journey," said Marcel Courville, Senior Vice President, In-store Marketing and Direct Marketing. This initiative allows us to solidify our leadership position while creating better synergies between our teams in order to continue to innovate. As retailers prepare for a post-pandemic environment by reinvesting to optimize the in-store customer experience, TC Transcontinental stands ready to help with its comprehensive and creative ISM products and services offering."

More than 125 employees have been relocated to Transcontinental Brampton, out of a total of approximately 600 ISM employees. Transcontinental Aurora, the largest ISM production facility, will continue to support the Group's printing activities while the Transcontinental Calgary plant will receive equipment in order to offer local services to customers in Western Canada. TC Transcontinental Printing's ISM Group therefore provides its customers with a network of three plants, offering them greater flexibility and faster speed to market.

About TC Transcontinental

TC Transcontinental is a leader in flexible packaging in North America, and Canada's largest printer. The Corporation is also positioned as the leading Canadian French-language educational publishing group. For over 45 years, TC Transcontinental's mission has been to create quality products and services that allow businesses to attract, reach and retain their target customers.

Respect, teamwork, performance and innovation are the strong values held by the Corporation and its employees. TC Transcontinental's commitment to its stakeholders is to pursue its business activities in a responsible manner.

Transcontinental Inc. (TSX: TCL.A TCL.B), known as TC Transcontinental, has close to 8,000 employees, the majority of which are based in Canada, the United States and Latin America. TC Transcontinental had revenues of approximately C\$2.6 billion for the fiscal year ended October 25, 2020. For more information, visit TC Transcontinental's website at www.tc.tc

Forward-looking Statements

Our public communications often contain oral or written forward-looking statements which are based on the expectations of management and inherently subject to a certain number of risks and uncertainties, known and unknown. By their very nature, forward-looking statements are derived from both general and specific assumptions. The Corporation cautions against undue reliance on such statements since actual results or events may differ materially from the expectations expressed or implied in them. Forward-looking statements may include observations concerning the Corporation's objectives, strategy, anticipated financial results and business outlook. The Corporation's future performance may also be affected by a number of factors, many of which are beyond the Corporation's will or control. These factors include, but are not limited to, the economic situation in the world, structural changes in the industries in which the Corporation operates, the impact of digital product development and adoption on the demand for retailer-related services and other printed products, the Corporation's ability to generate organic growth in highly competitive industries, the Corporation's ability to complete acquisitions in the packaging industry and properly integrate them, the inability to maintain or improve operational efficiency and avoid disruptions that could affect its ability to meet deadlines, cybersecurity and data protection, the political and social environment as well as regulatory and legislative changes, in particular with regard to the environment and door-to-door distribution, changes in consumption habits related, in particular, to issues involving sustainable development and the use of certain products or services such as door-to-door distribution, change in consumption habits or loss of a major customer, customer consolidation, the safety and quality of its packaging products used in the food industry, the protection of its intellectual property rights, the exchange rate, availability of capital at a reasonable rate, bad debts from certain customers, import and export controls, raw materials and transportation costs, recruiting and retaining qualified personnel in certain geographic areas and industry sectors, taxation, interest rates and the impact of the COVID-19 pandemic on its operations, facilities and financial results, changes in consumption habits from consumers and changes in the operations and financial position of the Corporation's customers due to the COVID-19 pandemic and the effectiveness of plans and measures implemented in response thereto. The main risks, uncertainties and factors that could influence actual results are described in the *Management's Discussion and Analysis* for the year ended October 25, 2020 and in the latest *Annual Information Form*.

Unless otherwise indicated by the Corporation, forward-looking statements do not take into account the potential impact of non-recurring or other unusual items, nor of disposals, business combinations, mergers or acquisitions which may be announced or entered into after the date of May 19, 2021. The forward-looking statements in this press release are made pursuant to the "safe harbour" provisions of applicable Canadian securities legislation. The forward-looking statements in this release are based on current expectations and information available as at May 19, 2021. Such forward-looking information may also be found in other documents filed with Canadian securities regulators or in other communications. The Corporation's management disclaims any intention or obligation to update or revise these statements unless otherwise required by the securities authorities.

– 30 –

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