

Aurora Cannabis Makes Big Investment, Rebrands Plant

Aurora Cannabis Invests \$3 Million to Upgrade Pemberton Facility, Rebrands it as ‘Aurora Alpine’ to Reflect Industry-Leading Innovation and Operational Excellence

EDMONTON, Alberta – April 30, 2025 – In a strategic move that reaffirms its position as a global leader in medical cannabis, Aurora Cannabis Inc. has announced the successful completion of a multi-year, multimillion-dollar investment in its manufacturing facility located in Pemberton, British Columbia. The \$3 million upgrade represents a significant commitment to technological advancement, cultivation precision, and product excellence.

The announcement also marks the official renaming of the facility to “Aurora Alpine,” a name inspired by its elevated performance benchmarks and its scenic location in the shadow of Mount Currie in the Pemberton Valley. The change reflects not only the facility’s improved capabilities but also the company’s ambitious vision for the future of cannabis production in Canada and across the globe.

Strategic Investment Aims to Set New Industry Standards in Cannabis Cultivation

Aurora Cannabis, known for its consistent leadership in medical cannabis innovation, has invested \$3 million over the past three years into upgrading the former Whistler Medical Marijuana Co. site. These improvements were primarily focused on integrating the company’s proprietary high-yield genetics and cutting-edge engineering designs, resulting in a major leap in the facility’s overall efficiency and productivity.

This dramatic improvement in cannabinoid content and plant yield places Aurora Alpine at the forefront of medical cannabis manufacturing worldwide. The facility’s new infrastructure ensures a highly controlled and optimized growing environment, enabling consistent output and premium quality standards—key elements in Aurora’s continued global expansion strategy.

From Whistler Roots to Global Ambitions: The Evolution of the Pemberton Facility

Originally licensed in 2019, the Pemberton facility began its journey as the Whistler Medical Marijuana Co., a company widely respected for producing award-winning, organic cannabis. Since acquiring the site, Aurora has systematically invested in upgrading its operations while preserving the legacy of excellence that the location represents.

Now fully GACP-certified (Good Agricultural and Collection Practices), the rebranded Aurora Alpine facility is strategically positioned to serve both the domestic and international medical cannabis markets. With its enhanced production capabilities, Aurora can now increase its global export capacity, providing

more patients worldwide with access to pharmaceutical-grade cannabis products.

The name “Alpine” was deliberately chosen to reflect both the geographic beauty of the site’s surroundings and the high-altitude performance the facility has achieved in terms of quality, yield, and operational standards.

Proprietary Genetics and Technological Innovation Drive Aurora’s Success

Central to the success of Aurora Alpine is the integration of Aurora’s proprietary genetics, which have been specially developed to thrive in controlled environments, producing high concentrations of cannabinoids while maintaining plant integrity and consistency. These genetics, when combined with automated climate control systems, precision fertigation, and advanced lighting solutions, contribute to an environment that is not only productive but also sustainable.

This combination of scientific precision and engineering sophistication is what allows Aurora to maintain its edge in a highly competitive global market. According to the company, the resulting product from Aurora Alpine has consistently tested at record-setting potency levels, a key benchmark for both patient efficacy and regulatory approval in international markets.

Aurora’s Continued Commitment to Operational Excellence and Global Expansion

Aurora Alpine is not just a facility upgrade—it’s a strategic milestone in Aurora’s broader operational roadmap. The company has long been committed to achieving operational efficiency while maintaining the highest quality standards in cannabis cultivation and production. With a presence in over a dozen countries, Aurora’s investment in British Columbia reflects its intent to use Canada as a center of excellence for global distribution.

The upgraded facility now serves as a template for future Aurora sites, demonstrating how technology, talent, and tradition can converge to create best-in-class cannabis operations. According to company leadership, Aurora Alpine will play a pivotal role in meeting the rising demand for premium medical cannabis in Europe, Australia, and Latin America.

Teamwork and Talent: The Driving Force Behind Aurora Alpine

While technology and infrastructure play a vital role in the success of Aurora Alpine, company executives are quick to credit the dedicated team of cultivation experts, scientists, and engineers who brought the vision to life.

The project’s success is a testament to Aurora’s ability to blend scientific expertise, engineering innovation, and agricultural experience, resulting in one of the most advanced cannabis facilities in North America.

Aurora Alpine Sets a New Benchmark for the Cannabis Industry

With the unveiling of Aurora Alpine, Aurora Cannabis has not only strengthened its infrastructure but also set a new industry benchmark for cultivation excellence and operational performance. The \$3 million investment signifies more than just capital deployment—it’s a strategic leap forward in quality, capacity, and innovation.

As the global medical cannabis industry continues to evolve, Aurora is positioning itself at the vanguard of that change, offering a blend of high-tech solutions and human expertise that few competitors can match. The newly renamed facility stands as a proud symbol of that ambition—rooted in nature, elevated by science.

About Aurora Cannabis Inc.

Aurora Cannabis Inc. is a global leader in the production and distribution of medical cannabis, headquartered in Edmonton, Alberta. With a strong presence in over 12 international markets, Aurora is committed to providing high-quality cannabis solutions that improve the lives of patients around the world. The company continues to pioneer innovations in cultivation technology, genetic development, and pharmaceutical-grade product manufacturing.

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