

Aurora Expands Globally With Whistler Cannabis Debut in Australia

Aurora Expands Global Footprint with Whistler Cannabis Co. Launch in Australia

A Major Milestone for Canada's Leading Medical Cannabis Provider

Aurora Cannabis Inc., Canada's largest medical cannabis company, has announced a significant step in its global expansion strategy with the launch of Whistler Cannabis Co. in Australia. This move introduces Australian patients to one of Canada's most respected premium cannabis brands, known for small-batch cultivation and a heritage rooted in craft quality.

With this debut, Aurora strengthens its position as a trusted leader in international medical cannabis markets while expanding patient access to diverse, high-potency treatment options.

The Whistler Cannabis Co. Legacy in Canada

Established in 2013, Whistler Cannabis Co. has built its reputation on delivering consistent, high-quality medical cannabis cultivated using artisanal methods. The brand operates from Aurora's state-of-the-art Aurora Alpine facility, located in Pemberton Valley, British Columbia.

Every batch is produced in limited quantities using proprietary genetics, carefully harvested at peak maturity, hang-dried, hand-trimmed, and subjected to a slow, controlled drying process. This meticulous approach preserves the plant's trichomes—tiny structures rich in cannabinoids, terpenes, and active compounds responsible for aroma, flavor, and therapeutic potential.

This dedication to craft and precision has made Whistler a staple in the Canadian medical cannabis market, and now, patients in Australia will gain access to the same standard of excellence.

Introducing Two High-Potency Cultivars for the Australian Market

Aurora is launching Whistler Cannabis Co. in Australia with two carefully selected cultivars, each offering a distinct cannabinoid and terpene profile designed to meet varying patient needs.

Ginger Breath – 32% THC, Indica, 10g

Bred from '91 Royale and Driftwood Diesel genetics, Ginger Breath is a high-potency indica cultivar delivering a complex terpene blend of caryophyllene, pinene, and linalool. The aroma is multifaceted, with

spicy-ginger, gasoline, chai, and citrus notes. This cultivar is intended for patients seeking a robust cannabinoid profile paired with a rich, layered flavor experience.

Critical Diesel – 28% THC, Sativa, 10g

Originating from Critical Sensi Star and Driftwood Diesel lineages, Critical Diesel is a potent sativa with a terpene profile of caryophyllene, pinene, and myrcene. Its aromatic character combines fruity elements of cherry, grape, and strawberry with sweet vanilla and a subtle gasoline undertone. This cultivar offers an uplifting cannabinoid profile suited to daytime use and therapeutic applications that benefit from an energizing effect.

Meeting International Standards for Medical Cannabis

Aurora's entry into the Australian market is supported by its extensive expertise in regulatory compliance and global cannabis operations. The company adheres to European Union (EU) and Australian Therapeutic Goods Administration (TGA) Good Manufacturing Practice (GMP) standards across its cultivation and processing facilities.

This rigorous compliance ensures product safety, consistency, and reliability—critical factors for both prescribing physicians and patients in regulated medical cannabis programs. By meeting these benchmarks, Aurora positions itself as a dependable supplier in a market where trust and quality assurance are paramount.

Strategic Importance of the Australian Market

Australia's medical cannabis sector has seen steady growth in patient numbers and prescribing doctors since federal legalization in 2016. Demand for high-quality, consistent medical cannabis products is increasing, driven by patient education, physician training, and expanding product categories.

By introducing Whistler Cannabis Co. products, Aurora taps into a market with strong growth potential while reinforcing its brand as a provider of premium, patient-focused cannabis solutions. The launch aligns with Aurora's broader vision of global market diversification, ensuring the company remains competitive in multiple international jurisdictions.

Leveraging Canadian Cultivation Expertise for Global Growth

One of Aurora's key competitive advantages lies in its ability to transfer Canadian cultivation expertise to international markets. Decades of industry experience, coupled with a science-based approach to strain development, allows the company to offer unique genetics and production techniques that set its products apart.

This knowledge transfer not only benefits patients through access to novel cultivars but also strengthens Aurora's brand equity as a global innovator in medical cannabis production. The Australian debut of Whistler Cannabis Co. demonstrates how the company leverages its domestic success to create impact abroad.

Expanding Patient Choice Through Premium Offerings

For Australian patients, the introduction of Whistler Cannabis Co. products means greater access to diverse therapeutic options. High-potency cultivars like Ginger Breath and Critical Diesel provide alternatives for patients whose conditions may require higher THC concentrations, while also appealing to those seeking

specific terpene profiles for symptom management.

The emphasis on craft cultivation ensures that each product delivers not just potency but a full-spectrum experience, which is increasingly recognized as important for both efficacy and patient satisfaction.

The Role of Brand Heritage in Medical Cannabis Markets

In a growing global industry, brand heritage plays a significant role in patient and physician trust. Whistler Cannabis Co.'s decade-long history in Canada offers a track record of quality, consistency, and innovation that can resonate strongly with new markets.

Aurora's decision to introduce Whistler to Australia reflects an understanding that in medical cannabis, brand reputation can be just as important as cannabinoid content in driving patient choice and loyalty.

Aurora's Continued Global Expansion

The Australian launch of Whistler Cannabis Co. is part of a broader international growth strategy for Aurora Cannabis Inc. The company's leadership in regulatory compliance, investment in advanced cultivation technology, and commitment to research-backed product development position it to expand further into emerging medical cannabis markets.

As global attitudes toward medical cannabis continue to evolve, Aurora is poised to use its experience in Canada as a blueprint for success abroad—offering premium, standardized, and patient-focused cannabis solutions wherever regulations allow.

Aurora's introduction of Whistler Cannabis Co. in Australia marks a significant moment for both the company and the patients it serves. By combining Canadian craft cultivation techniques with strict international compliance, Aurora delivers high-quality medical cannabis that expands patient choice and sets a benchmark for excellence in new markets.

This move not only reinforces Aurora's commitment to global growth but also signals the increasing sophistication and specialization of the medical cannabis industry worldwide.

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