



## Planet 13 Announces Customer Traffic for July 2019

**All figures are reported in United States dollars (\$) unless otherwise indicated**

**Las Vegas, Nevada – August 8, 2019 – Planet 13 Holdings Inc. (CSE: PLTH) (OTCQX: PLNHF) (“Planet 13” or the “Company”), a leading vertically-integrated Nevada cannabis company, announced today that it served an average of 1,937 customers per day in July at an average ticket of \$90.41 from the Planet 13 Las Vegas Cannabis Entertainment Complex (the “SuperStore”).**

	30-Nov-18	31-Dec-18	31-Jan-19	28-Feb-19	31-Mar-19	30-Apr-19	31-May-19	30-Jun-19	31-Jul-19
Total Tickets	42,157	44,296	48,119	48,052	61,602	58,869	64,930	60,323	60,044
# of Days	30	31	31	28	31	30	31	30	31
Average Customers/Day	<b>1,405</b>	<b>1,429</b>	<b>1,552</b>	<b>1,716</b>	<b>1,987</b>	<b>1,962</b>	<b>2,095</b>	<b>2,011</b>	<b>1,937</b>
Avg Ticket	\$ <b>79.82</b>	\$ <b>77.63</b>	\$ <b>84.69</b>	\$ <b>89.57</b>	\$ <b>88.58</b>	\$ <b>89.62</b>	\$ <b>90.63</b>	\$ <b>88.87</b>	\$ <b>90.41</b>
Total Visitors	55,433	68,422	70,133	67,900	98,659	96,659	108,174	102,145	110,813
Avg Visitors/Day	<b>1,848</b>	<b>2,207</b>	<b>2,262</b>	<b>2,425</b>	<b>3,183</b>	<b>3,222</b>	<b>3,489</b>	<b>3,405</b>	<b>3,575</b>
Visitor Conversion Rate	76%	65%	69%	71%	62%	61%	60%	59%	54%
State of Nevada Sales	\$ 52,538,426	\$ 51,839,503	\$ 52,749,856	\$ 49,479,204	\$ 59,748,815	\$ 54,674,578	\$ 59,072,518	Data not released yet	
% of State's Sales	<b>6.4%</b>	<b>6.6%</b>	<b>7.7%</b>	<b>8.7%</b>	<b>9.1%</b>	<b>9.6%</b>	<b>10.0%</b>		

Source: [https://tax.nv.gov/Publications/Marijuana\\_Statistics\\_and\\_Reports/](https://tax.nv.gov/Publications/Marijuana_Statistics_and_Reports/)

“We continue to drive impressive results from the SuperStore’s original 16,000 sq. ft. dispensary footprint in advance of the Phase II,” said Larry Scheffler, Co-CEO of Planet 13. “In May we reached an impressive milestone, the SuperStore accounted for 10% of all dispensary sales in Nevada. I’m optimistic we will see this trend continue once the department of taxation releases June and July numbers.”

### Phase II: Production Facility, under construction



The Company's Phase II expansion, which includes; coffee shop, bistro, customer-facing production facility, and event space, is expected to generate increased visitor traffic as new attractions and spending opportunities are added to the SuperStore.

**For further inquiries, please contact:**

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**About Planet 13**

Planet 13 ([www.planet13holdings.com](http://www.planet13holdings.com)) is a vertically integrated cannabis company based in Nevada, with award-winning cultivation, production and dispensary operations in Las Vegas - the entertainment capital of the world. Planet 13's mission is to build a recognizable global brand known for world-class dispensary operations and a creator of innovative cannabis products. Planet 13's shares trade on the Canadian Stock Exchange (CSE) under the symbol PLTH and OTCQX under the symbol PLNHF.

**Cautionary Note Regarding Forward-Looking Information**

*This news release contains "forward-looking information" and "forward-looking statements" (collectively, "forward-looking statements") within the meaning of the applicable Canadian securities legislation. All statements, other than statements of historical fact, are forward-looking statements and are based on expectations, estimates and projections as at the date of this news release. Any statement that involves discussions with respect to predictions, expectations, beliefs, plans, projections, objectives, assumptions, future events or performance (often but not always using phrases such as "expects", or "does not expect", "is expected", "anticipates" or "does not anticipate", "plans", "budget", "scheduled", "forecasts", "estimates", "believes" or "intends" or variations of such words and phrases or stating that certain actions, events or results "may" or "could", "would", "might" or "will" be taken to occur or be achieved) are not statements of historical fact and may be forward-looking statements. In this news release, forward looking-statements relate to, among other things, future expansion plans.*

*These forward-looking statements are based on reasonable assumptions and estimates of management of the Company at the time such statements were made. Actual future results may differ materially as forward-looking statements involve known and unknown risks, uncertainties and other factors which may cause the actual results, performance or achievements of the Company to materially differ from any future results, performance or achievements expressed or implied by such forward-looking statements. Such factors, among other things, include: final regulatory and other approvals or consents; fluctuations in general macroeconomic conditions; fluctuations in securities markets; expectations regarding the size of the Nevada cannabis market and changing consumer habits; the ability of the Company to successfully achieve its business objectives; plans for expansion; political and social uncertainties; inability to obtain adequate insurance to cover risks and hazards; and the presence of laws and regulations that may impose restrictions on cultivation, production, distribution and sale of cannabis and cannabis related products in the State of Nevada; and employee relations. Although the forward-looking statements contained in this news release are based upon what management of the Company believes, or believed at the time, to be reasonable assumptions, the Company cannot assure shareholders that actual results will be consistent*

*with such forward-looking statements, as there may be other factors that cause results not to be as anticipated, estimated or intended. Readers should not place undue reliance on the forward-looking statements and information contained in this news release. The Company assumes no obligation to update the forward-looking statements of beliefs, opinions, projections, or other factors, should they change, except as required by law.*

*The Company is indirectly involved in the manufacture, possession, use, sale and distribution of cannabis in the recreational and medicinal cannabis marketplace in the United States through its subsidiary MMDC. Local state laws where MMDC operates permit such activities however, these activities are currently illegal under United States federal law. Additional information regarding this and other risks and uncertainties relating to the Company's business are contained under the heading "Risk Factors" in the Company's annual information form dated April 30, 2019 filed on its issuer profile on SEDAR at [www.sedar.com](http://www.sedar.com). No stock exchange, securities commission or other regulatory authority has approved or disapproved the information contained herein.*