



Planet 13 Announces Customer Traffic for September 2019 and Provides Update on Phase II Expansion

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

Las Vegas, Nevada – October 3, 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 1,970 customers per day in September at an average ticket of \$94.73 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
Revenue	\$ 3,364,891	\$ 3,438,723	\$ 4,075,052	\$ 4,304,122	\$ 5,456,889	\$ 5,276,095
MoM Growth		2.2%	18.5%	5.6%	26.8%	-3.3%
Total Tickets	42,157	44,296	48,119	48,052	61,602	58,869
# of Days	30	31	31	28	31	30
Average Customers/Day	1,405	1,429	1,552	1,716	1,987	1,962
Avg Ticket	\$ 79.82	\$ 77.63	\$ 84.69	\$ 89.57	\$ 88.58	\$ 89.62
Total Visitors	55,433	68,422	70,133	67,900	98,659	96,659
Avg Visitors/Day	1,848	2,207	2,262	2,425	3,183	3,222
Visitor Conversion Rate	76%	65%	69%	71%	62%	61%
State of Nevada Sales	\$ 52,538,426	\$ 51,839,503	\$ 52,749,856	\$ 49,479,204	\$ 59,748,815	\$ 54,674,578
% of State's Sales	6.4%	6.6%	7.7%	8.7%	9.1%	9.6%

	31-May-19	30-Jun-19	31-Jul-19	31-Aug-19	30-Sep-19
Total Tickets	64,930	60,323	60,044	62,833	59,091
# of Days	31	30	31	31	30
Average Customers/Day	2,095	2,011	1,937	2,027	1,970
Avg Ticket	\$ 90.63	\$ 88.87	\$ 90.41	\$ 90.25	\$ 94.73
Total Visitors	108,174	102,145	110,813	115,246	101,228
Avg Visitors/Day	3,489	3,405	3,575	3,718	3,374
Visitor Conversion Rate	60%	59%	54%	55%	58%
State of Nevada Sales	\$ 62,019,961	\$ 57,948,330	\$ 59,933,851	Data not released yet	
% of State's Sales	9.5%	9.3%	9.1%		

Source: https://tax.nv.gov/Publications/Marijuana_Statistics_and_Reports/

“We have been experimenting with different combinations of pricing, product deals, and advertising to determine the optimal mix to maximize gross profit. You can see this effect in September resulting in a significant pickup in average ticket and our second highest average daily revenue month. This large per day revenue number was achieved despite West Desert Inn Road, where Planet 13 is located, being under construction for most of the month. The county has added new pedestrian lights and crosswalk in front

of the store to help pedestrians cross the street safely at all times,” said Bob Groesbeck, Co-CEO of Planet 13. “Starting in October we will be driving additional traffic from our restaurant, café, event center and customer-facing production facility. Over the course of Q4 and Q1 2020 our internal goal is to grow sales of non-flower in-house brands to drive additional margin and create lasting brand recognition.”

Phase II Update

Construction on Phase II expansion, which includes a restaurant, café, event center, and customer-facing production facility, is largely complete as of October 1st, 2019. The restaurant is expected to open on or around October 11th, 2019 pending final inspection and approval from County and Health inspectors.

The 15,000 sq. ft. customer-facing production facility is expected to begin operations on or around October 15th, 2019 pending final approval of transfer of production license from Planet 13’s existing 2,000 sq. ft. production facility.

For further inquiries, please contact:

LodeRock Advisors Inc., Planet 13 Investor Relations
mark.kuindersma@loderockadvisors.com
(416) 519-2156 ext. 2230

Robert Groesbeck or Larry Scheffler
Co-Chief Executive Officers
ir@planet13lasvegas.com

#

About Planet 13

Planet 13 (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 MM Development Company, Inc. (or "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.

No stock exchange, securities commission or other regulatory authority has approved or disapproved the information contained herein.