



## Planet 13 Announces Customer Traffic for October 2019

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

Las Vegas, Nevada – November 5, 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 1,923 customers per day in October at an average ticket of \$94.48 from the Planet 13 Las Vegas Cannabis Entertainment Complex (the “SuperStore”).

Planet 13 has provided monthly traffic updates for the first year of operations. Going forward, Planet 13 will provide traffic updates as part of its quarterly Management Discussion and Analysis.

	30-Nov-18	31-Dec-18	31-Jan-19	28-Feb-19	31-Mar-19	30-Apr-19
<b>Total Tickets</b>	42,157	44,296	48,119	48,052	61,602	58,869
<b># of Days</b>	30	31	31	28	31	30
<b>Average Customers/Day</b>	<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>Avg Ticket</b>	<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>Total Visitors</b>	55,433	68,422	70,133	67,900	98,659	96,659
<b>Avg Visitors/Day</b>	<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>Visitor Conversion Rate</b>	76%	65%	69%	71%	62%	61%
<b>State of Nevada Sales</b>	\$ 52,538,426	\$ 51,839,503	\$ 52,749,856	\$ 49,479,204	\$ 59,748,815	\$ 54,674,578
<b>% of State's Sales</b>	<b>6.4%</b>	<b>6.6%</b>	<b>7.7%</b>	<b>8.7%</b>	<b>9.1%</b>	<b>9.6%</b>

  

	31-May-19	30-Jun-19	31-Jul-19	31-Aug-19	30-Sep-19	31-Oct-19
<b>Total Tickets</b>	64,930	60,323	60,044	62,833	59,091	59,605
<b># of Days</b>	31	30	31	31	30	31
<b>Average Customers/Day</b>	<b>2,095</b>	<b>2,011</b>	<b>1,937</b>	<b>2,027</b>	<b>1,970</b>	<b>1,923</b>
<b>Avg Ticket</b>	<b>\$ 90.63</b>	<b>\$ 88.87</b>	<b>\$ 90.41</b>	<b>\$ 90.25</b>	<b>\$ 94.73</b>	<b>\$ 94.48</b>
<b>Total Visitors</b>	108,174	102,145	110,813	115,246	101,228	102,304
<b>Avg Visitors/Day</b>	<b>3,489</b>	<b>3,405</b>	<b>3,575</b>	<b>3,718</b>	<b>3,374</b>	<b>3,300</b>
<b>Visitor Conversion Rate</b>	60%	59%	54%	55%	58%	58%
<b>State of Nevada Sales</b>	\$ 62,019,961	\$ 57,948,330	\$ 59,933,851	\$ 62,303,103	Data not released yet	
<b>% of State's Sales</b>	<b>9.5%</b>	<b>9.3%</b>	<b>9.1%</b>	<b>9.1%</b>		

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

“The SuperStore opened a year ago, and in that time has grown to be a key part of the Las Vegas Strip experience. We’ve consistently averaged 9% of the state’s total cannabis sales out of one location,” said Larry Scheffler, Co-CEO of Planet 13. “We opened our Phase II expansion last week and are excited about delivering another year of growth and strong results for our shareholders.”

Larry Scheffler added, “We viewed it as important to give investors monthly updates for the first year of operations to show it was capable of meeting our expectation of around 2,000 people a day at a \$75 average ticket. With a year under our belt and the Superstore outperforming these metrics, especially

average ticket, we plan on reporting quarterly going forward. Quarterly reporting helps smooth out some of the variance caused by the number of weekends, holidays, and the Las Vegas convention schedule that can have an outsized impact on monthly reporting.”

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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 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](http://www.sedar.com).*

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