

Planet 13 Announces Third Quarter 2019 Financial Results

- Q3 Revenue of \$16.7 million, \$47.1 million for the nine months ended September 30, 2019
- SuperStore accounted for 9.1% of all Nevada cannabis dispensary revenue in Q3 2019¹
- Q3 EBITDA of \$3.4 million, 24% sequential growth over Q2 2019
- Well capitalized with \$18.1 million in cash to complete all growth initiatives

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

Las Vegas, Nevada – November 25, 2019 – Planet 13 Holdings Inc. (CSE: PLTH) (OTCQB: PLNHF) ("Planet 13" or the "Company"), a leading vertically-integrated Nevada cannabis company, today announced financial results for the three-month period ended September 30, 2019. Planet 13's financial statements are prepared in accordance with International Financial Reporting Standards ("IFRS").

Cannabis Entertainment Complex (the "SuperStore") monthly performance for first 12 months of operations.

	30-Nov-18	31-Dec-18	31-Jan-19	28-Feb-19	31-Mar-19	30-Apr-19
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	31-Oct-19
Total Tickets	64,930	60,323	60,044	62,833	59,091	59,605
# of Days	31	30	31	31	30	31
Average Customers/Day	2,095	2,011	1,937	2,027	1,970	1,923
Avg Ticket	\$ 90.63	\$ 88.87	\$ 90.41	\$ 90.25	\$ 94.73 \$	94.48
Total Visitors	108,174	102,145	110,813	115,246	101,228	102,304
Avg Visitors/Day	3,489	3,405	3,575	3,718	3,374	3,300
Visitor Conversion Rate	60%	59%	54%	55%	58%	58%
State of Nevada Sales	\$ 62,019,961	\$ 57,948,330	\$ 59,933,851	\$ 62,303,103	Data not relea	sed yet
% of State's Sales	9.5%	9.3%	9.1%	9.1%		

¹ Includes data for July and August. Nevada sales for September are unavailable.

Larry Scheffler, Co-CEO of Planet 13 commented, "The SuperStore celebrated its one-year anniversary at the start of this month and 12 months on, even with this location generating \$59.5 million in revenue² and accounting for 9% of the State's cannabis sales³, we are just at the beginning of the growth potential for this site and for Planet 13. With Phase II and wholesale operations just getting underway, we expect to continue generating profitable growth as we expand the sales of our well-regarded in-house, in-store produced brands both on-site and in 3rd party dispensaries state-wide commencing in the New Year."

Bob Groesbeck, Co-CEO added, "In Q3, the highly profitable four-wall economics at the SuperStore drove our third consecutive quarter of positive EBITDA and positive operating cash flow. In addition to having recently opened Phase II in Las Vegas, we have been moving forward with our license acquisition in Santa Ana. Backed by a tier-one location close to tourist traffic and Planet 13's world-class customer service, this location is poised to continue to build Planet 13's reputation for creating world-class cannabis entertainment destinations while generating additional value for shareholders."

Financial Highlights - Q3 - 2019

Operating Results

All comparisons below are to the quarter ended September 30, 2018, unless otherwise noted

- Revenues were \$16.7 million as compared to \$4.9 million, an increase of 241%
- Gross profit before biological adjustments was \$9.9 million or 59.1% as compared \$2.6 million or 53.2%, an increase of 280%
- Operating expenses, excluding non-cash compensation expense, were \$6.7 million as compared to \$2.4 million, an increase of 182%
- Net income before taxes of \$0.3 million as compared to a net loss of \$0.5 million
- Net loss of \$1.7 million as compared to a net loss of \$0.9 million
- Adjusted EBITDA of \$3.4 million as compared to Adjusted EBITDA of \$376,611

Balance Sheet

All comparisons below are to December 31, 2018, unless otherwise noted

- Cash of \$18.1 million as compared to \$19.4 million
- Total assets of \$67.1 million as compared to \$44.9 million, an increase of 49%
- Total liabilities of \$26.0 million as compared to \$7.0 million, an increase of 269%

² \$59.5 million revenue generated from November 1, 2018 to October 31, 2019

³ https://tax.nv.gov/uploadedFiles/taxnvgov/Content/TaxLibrary/NV-Marijuana-Revenue-FY20%20(003)(1).pdf from January 1, 2019 to August 31, 2019. Nevada sales for September are unavailable.

Q3 Highlights and Recent Developments

For a more comprehensive overview of these highlights and recent developments, please refer to Planet 13's Management's Discussion and Analysis of the Financial Condition and Results of Operations for the Three and Nine Months Ended September 30, 2019 (the "MD&A").

- On July 29, 2019, Planet 13 announced new edible brands: HaHa Gummies™ and Dreamland Chocolates™
- On September 6, 2019, Planet 13 announced Cannabition Joining the Planet 13 SuperStore
- On October 18, 2019, Planet 13 announced the opening of Rickety Cricket Pizzeria and Purc Coffee
- On October 22, 2019, Planet 13 announced new beverage brand Elysium
- On November 1, 2019, Planet 13 announced the opening of customer-facing production facility

Results of Operations (Summary)

The following tables set forth consolidated statements of financial information for the three-month and nine-month period ending September 30, 2019 and September 30, 2018. For further information regarding the Company's financial results for these periods, please refer to the Company's interim financial statements for the period ended September 30, 2019 together with the MD&A, available on Planet 13's issuer profile on SEDAR at www.sedar.com and the Company's website https://www.planet13holdings.com.

Adjusted EBITDA

	NV Cannabis Ops				NV Cannabis Ops			
	Three Months	Three Months	Three Months		Nine Months	Nine Months	Nine Months	
	Ended	Ended	Ended	Percentage	Ended	Ended	Ended	Percentage
	Sep-30-2019	Sep-30-2019	Sep-30-2018	Change	Sep-30-2019	Sep-30-2019	Sep-30-2018	Change
EBITDA								
Profit (loss) before taxes	2,886,238	251,123	(480,966)	(152.2%)	7,006,744	1,457,619	(6,217,528)	(123.4%)
Add back:								
Biological asset adjustments	52,291	52,291	46,587	12.2%	129,101	129,101	(84,824)	(252.2%)
Non-cash share based payments	-	2,016,803	637,602	216.3%	-	3,128,417	2,233,736	40.1%
Depreciation and amortization	680,056	680,056	5,752	11722.9%	1,945,186	1,945,186	67,191	2795.0%
Depreciation included in COGS	157,030	157,030	141,205	11.2%	286,987	286,987	258,788	10.9%
Interest and non-operating expense (income)	211,297	211,297	26,431	699.4%	625,674	625,674	5,023,326	(87.5%)
EBITDA	3,986,912	3,368,600	376,611	794.5%	9,993,692	7,572,984	1,280,689	491.3%
Margin	23.9%	20.2%	7.7%		21.2%	16.1%	9.9%	

Expressed in USD\$	Three Months	Three Months		Nine Months	Nine Months	
	Ended	Ended	Percentage	Ended	Ended	Percentage
	Sep-30-2019	Sep-30-2018	Change	Sep-30-2019	Sep-30-2018	Change
Revenue						
Revenues, net of discounts	16,696,932	4,891,591	241.3%	47,054,712	12,887,057	265.1%
Cost of Goods Sold	(6,820,706)	(2,290,666)	197.8%	(20,040,750)	(6,409,227)	212.7%
Gross Profit, Before Biological Asset Adjustment	9,876,226	2,600,925	279.7%	27,013,962	6,477,830	317.0%
Gross Profit Margin %	59.1%	53.2%		57.4%	50.3%	
Realized fair value amounts included in COGS	(562,461)	546,511	(202.9%)	(805,604)	(1,934,550)	(58.4%)
Unrealized fair value gain on growth of biological assets	510,170	(593,098)	(186.0%)	676,503	2,019,374	(66.5%)
Gross profit	9,823,935	2,554,338	284.6%	26,884,861	6,562,654	309.7%
Gross Profit Margin %	58.8%	52.2%		57.1%	50.9%	
Expenses						
General and Administrative	4,902,355	2,145,223	128.5%	14,918,783	4,900,724	204.4%
Sales and Marketing	1,762,301	220,296	700.0%	4,809,182	555,205	766.2%
Depreciation and Amortization	680,056	5,752	11722.9%	1,945,186	67,191	2795.0%
Share based payments	2,016,803	637,602	216.3%	3,128,417	2,233,736	40.1%
Total Expenses	9,361,515	3,008,873	211.1%	24,801,568	7,756,856	219.7%
Income (Loss) From Operations	462,420	(454,535)	(201.7%)	2,083,293	(1,194,202)	(274.5%)
Other (Income) Expense:						
Interest Expense, net	314,389	(3,671)	(8664.1%)	902,544	236,186	282.1%
Realized Foreign Exchange gain (loss)	(6,204)	52,976	(111.7%)	(1,141)	42,255	(102.7%)
RTO acquisition costs	-	-	na	-	4,702,604	na
Other income	(96,888)	(22,874)	323.6%	(275,729)	(54,059)	410.1%
Loss on settlement of accounts payable (Note 13(d))	-	-	na	-	96,340	na
Total Other Expense	211,297	26,431	699.4%	625,674	5,023,326	(87.5%)
Income (loss) for the period before tax	251,123	(480,966)	(152.2%)	1,457,619	(6,217,528)	(123.4%)
Provision for tax - current	1,973,475	546,409	261.2%	5,538,784	1,239,408	346.9%
(Loss) for the period	(1,722,352)	(1,027,375)	67.6%	(4,081,165)	(7,456,936)	(45.3%)
Other Comprehensive Income (Loss)						
Items that may be reclassified subsequently to profit/loss						
Foreign exchange translation adjustment	28,932	141,291		219,821	(135,951)	
Net Comprehensive (Loss) for the period	(1,693,420)	(886,084)		(3,861,344)	(7,592,887)	
(Loss) per share for the period	.,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,			.,,,,	.,,,,,,,,	
Basic and fully diluted loss per share	(\$0.01)	(\$0.01)		(\$0.03)	(\$0.08)	
Weighted Average Number of Shares Outstanding						
Basic and fully diluted	135,503,007	117,349,580		133,098,596	92,274,805	

Outstanding Shares

As at the date of this report, the Company had 81,517,869 common shares and 55,232,940 class A convertible, restricted voting shares issued and outstanding for a total of 136,750,809 shares outstanding. There were 753,508 options issued and outstanding of which 445,835 have fully vested. There were 15,380,713 warrants outstanding and 4,382,409 RSU's outstanding of which nil RSUs had fully vested as at the date of this report.

Conference Call

Planet 13 will host a conference call on Tuesday, November 26, 2019 at 8:30 a.m. EST to discuss its third quarter financial results and provide investors with key business highlights. The call will be chaired by Bob Groesbeck, Co-CEO, Larry Scheffler, Co-CEO, and Dennis Logan, CFO.

CONFERENCE CALL DETAILS

Date: November 26, 2019 | Time: 8:30 a.m. EST Participant Dial-in: 416-764-8688 or 1-888-390-0546 Replay Dial-in: 416-764-8677 or 1-888-390-0541 (Available for 2 weeks)

> Reference Number: 906344 Listen to webcast: https://bit.ly/2KaRzjm

Financial Measures

There are measures included in this news release that do not have a standardized meaning under generally accepted accounting principles (GAAP) and therefore may not be comparable to similarly titled measures and metrics presented by other publicly traded companies. The Company includes these measures because it believes certain investors use these measures and metrics as a means of assessing financial performance. EBITDA (earnings before interest, taxes, depreciation and amortization) is calculated as net earnings before finance costs (net of finance income), income tax expense, and depreciation and amortization of intangibles and is a non-GAAP financial measure that does not have any standardized meaning prescribed by IFRS and may not be comparable to similar measures presented by other companies.

For further inquiries, please contact:

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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 and California cannabis markets 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 States of Nevada and California; 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. ("MMDC") in Nevada. 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.

CONDENSED CONSOLIDATED STATEMENTS OF FINANCIAL POSITION

Expressed in United States Dollars (unaudited)	As at		As at		
	September, 30	J	December 31,		
	2019		2018		
Assets					
Current Assets					
Cash	\$ 18,103,113	3 \$	19,364,086		
HST receivable	24,358	3	101,831		
Inventories (Note 5)	5,659,013	3	5,322,111		
Biological assets (Note 6)	534,914	4	915,177		
Prepaid expenses and other current assets (Note 9)	4,533,224	4	1,391,278		
Total Current Assets	28,854,627	<u> </u>	27,094,483		
Property and equipment (Note 7)	27,936,239)	17,256,484		
Right of use assets (Note 8)	9,646,94	1	-		
Long-term deposits and other assets	679,339		594,339		
	38,262,522	<u> </u>	17,850,823		
Total Assets	\$ 67,117,149	\$	44,945,306		
Liabilities					
Current Liabilities					
Accounts payable	\$ 4,553,153	3 \$	1,720,721		
Accrued expenses					
Income taxes payable	1,865,174 7,924,84'		1,306,145		
Notes payable - current portion (Note 10)	7,924,04 884,000		2,187,109 884,000		
Current portion of lease liabilities (Note 11)	804,000	,	14,459		
Total Current Liabilities	15,227,174	_ —	6,112,434		
Total Current Liabilities	13,227,172	<u> </u>	0,112,434		
Long -term lease liabilities (Note 11)	10,452,523	3	29,768		
Deferred rent (Note 12)	_		427,508		
Other long-term liabilities	28,000)	-		
Deferred tax liability (Note 15)	271,900	2	470,856		
	10,752,425	5 —	928,132		
Total Liabilities	25,979,599	<u> </u>	7,040,566		
Shareholders' Equity					
Share capital (Note 13)	50,714,252	2	42,460,824		
Restricted share units (Note 13)	2,470,87		2,800,335		
Warrants (Note 13)	6,140,614		7,046,843		
Option reserve (Note 13)	382,300		305,890		
Accumulated other comprehensive income (loss)	(583,098		(802,920)		
Deficit	(17,987,39	*	(13,906,232)		
Total Shareholders' Equity	41,137,550		37,904,740		
Total Liabilities and Shareholders' Equity	\$ 67,117,149		44,945,306		

CONDENSED CONSOLIDATED STATEMENTS OF INCOME (LOSS) AND COMPREHENSIVE INCOME (LOSS)

Expressed in United States Dollars (unaudited)	Three months Ended September 30, 2019	Three months Ended September 30, 2018	Nine months Ended September 30, 2019	Nine months Ended September 30, 2018
Revenue				
Revenues, net of discounts	\$ 16,696,932	\$ 4,891,591	\$ 47,054,712	\$ 12,887,057
Cost of Goods Sold (Note 5)	(6,820,706)	(2,290,666)	(20,040,750)	(6,409,227)
Gross Profit before fair value asset adjustment	9,876,226	2,600,925	27,013,962	6,477,830
Realized fair value amounts included in inventory sold	(562,461)	546,511	(805,604)	(1,934,550)
Unrealized fair value gain on growth of biological assets	510,170	(593,098)	676,503	2,019,374
Gross Profit	9,823,935	2,554,338	26,884,861	6,562,654
Expenses				
General and Administrative (Note 14)	4,902,355	2,145,223	14,918,783	4,900,724
Sales and Marketing	1,762,301	220,296	4,809,182	555,205
Depreciation and Amortization	680,056	5,752	1,945,186	67,191
Share-Based Compensation Expense	2,016,803	637,602	3,128,417	2,233,736
Total Expenses	9,361,515	3,008,873	24,801,568	7,756,856
Income (Loss) From Operations	462,420	(454,535)	2,083,293	(1,194,202)
Other Expense:				
Interest expense, net	314,389	(3,671)	902,544	236,186
Realized foreign exchange (gain) loss	(6,204)	52,976	(1,141)	42,255
Other (income)	(96,888)	(22,874)	(275,729)	(54,059)
RTO listing expense (Note 3(g))	-	=	-	4,702,604
Loss on settlement of accounts payable (Note 13(d))	-		-	96,340
Total Other Expense	211,297	26,431	625,674	5,023,326
Income (Loss) before income taxes	251,123	(480,966)	1,457,619	(6,217,528)
Provision for tax - current (Note 15)	2,172,429	546,409	5,889,961	1,381,096
Provision for tax - deferred (Note 15)	(198,954)	-	(351,177)	(1,381,096)
Net (loss) for the period	\$ (1,722,352)	\$ (1,027,375)	\$ (4,081,165)	\$ (6,217,528)
Other Comprehensive Income (Loss)				
Foreign exchange translation gain (loss)	28,932	141,291	219,821	(135,951)
Net Comprehensive (Loss) for the Period	\$ (1,693,420)	\$ (886,084)	\$ (3,861,344)	\$ (6,353,479)
Loss per share for the period				
Basic and diluted loss per share (Note 16)	(\$0.01)	(\$0.01)	(\$0.03)	(\$0.07)
Weighted Average Number of Common Shares Outstanding				
Basic and Diluted (Note 16)	135,503,007	117,349,580	133,098,596	92,274,805

CONDENSED CONSOLIDATED STATEMENTS OF CASH FLOWS

Expressed in United States Dollars (unaudited)	Nine Months Ended September 30, 2019	Nine Months Ended September 30, 2018	
Operating activities			
Net (loss) for the period	\$ (4,081,165)	\$ (6,217,528)	
Add (deduct) non-cash items:			
Share based payments (Note 13)	3,128,417	2,233,736	
Depreciation and amortization (Note 7,8)	2,417,847	489,280	
Loss on settlement of accounts payable	-	96,340	
Share base payment to Carpincho shareholders on RTO	-	3,910,559	
Settlement of AP for RSUs	-	346,206	
Deferred tax liability (Note 15)	(198,954)	(390,435)	
Realized fair value amounts included in inventory sold	(759,856)	(1,157,898)	
Unrealized fair value gain on growth of biological assets	-	-	
Unrealized foreign exchange (gain) loss	-	-	
Non-cash interest expense	-	217,049	
Net change in non-cash working capital			
HST receivable	77,473	(72,831)	
Inventories (Note 5)	422,949	(518,556)	
Biological assets (Note 6)	380,263	351,869	
Prepaid expenses and other assets (Note 9)	(3,226,185)	(1,186,896)	
Long term deposits and other assets	(85,000)	(540,825)	
Accounts payable	2,832,431	381,694	
Accrued expenses	559,030	(159,600)	
Income tax payable	5,737,738	197,252	
Other liabilities	407,593		
Cash flow provided by (used in) operating activities	7,612,581	(2,020,584)	
Investing activities			
Purchase of property, plant and equipment (Note 7)	(12,682,554)	(7,381,223)	
Cash flow used in investing activities	(12,682,554)	(7,381,223)	
Financing activities			
Issuance of common shares and warrants (Note 13)	_	20,205,692	
Issuance of shares on warrant and option exercises (Note 13)	3,965,736	1,058,418	
Share and warrant issuance costs	-	(2,309,453)	
Principal repayment on lease liabilities (Note 11)	(50,614)	(8,275)	
Cash flow provided by (used in) financing activities	3,915,122	18,946,382	
Net increase (decrease) in cash	(1,154,851)	9,544,575	
Cash at beginning of the period	19,364,086	451,869	
Net cash acquired on acquisition	_	34,678	
Effect of foreign exchange on cash	(106,122)	(225,002)	
Cash at end of the period	\$ 18,103,113	\$ 9,806,120	