

AJA VENTURES INC.

AJA VENTURES ENTERS PURCHASE AGREEMENT FOR LIVING PROOF INSTITUTE

October 12, 2021 - Vancouver, BC. AJA Ventures Inc. (“**AJA**” or the “**Company**”) announces that it has entered into a formal purchase agreement (the “**Agreement**”) to acquire Living Proof Institute Inc. (“**LPI**”).

LPI is a private Ontario-based functional medicine, precision wellness, and longevity focused coaching company. LPI provides coaching and consulting services to holistic healthcare practitioners all over the world. LPI's proven process radically improves practice and patient outcomes using a precision wellness approach to address metabolic health and longevity. LPI has coached over 400 functional medicine practitioners and is a pioneer in the industry. LPI has a scalable turnkey solution for practitioners to create powerful personal, patient, and practice transformation. LPI has built a solid reputation in its respective industry and has numerous collaborative partnerships and strong leadership. Management believes that LPI has great potential as more practitioners enter the virtual space and as demand for health coaching services continue to grow.

Living Proof was founded by Dr. Sachin Patel in 2015. Dr. Patel is a highly sought-after speaker, business consultant, 3-time author and has tirelessly served the functional medicine space as a personal wellness and business coach. In 2018, Sachin was awarded the Peter Jenkins Award as the Functional Medicine Practitioner of the Year by Dr. Peter Osborne. He has also won several business awards for online marketing and sales. Dr. Patel is regarded as one of the top 50 global leaders transforming health and the future of medicine¹. Mr. Patel is an arm's length party to AJA.

Pursuant to the Agreement, AJA will acquire all of the issued and outstanding securities of LPI, on a cash-free, debt-free basis, from Mr. Patel. In consideration, AJA will pay Mr. Patel cash consideration of \$935,000, of which \$50,000 will be paid as a non-refundable deposit, and \$435,000 will be paid at closing, with the remaining cash consideration to be paid in eight equal quarterly instalments. Additionally, Mr. Patel will receive 8.25 million common shares of AJA, also to be issued in eight equal quarterly instalments, which will be subject to resale restrictions under applicable securities law. Concurrent with closing, Mr. Patel will be appointed as CEO and as a director of AJA.

Completion of the acquisition is subject to numerous conditions, including the Company completing an equity financing for gross proceeds of at least \$1.0 million, and obtaining a listing of its common shares on the Canadian Securities Exchange (CSE). The Company will provide further updates in this regard as they become available.

There is no assurance or guarantee that the Company will be able to complete the acquisition as described, or at all.

ON BEHALF OF THE BOARD:

Mark Rutledge
CEO and Director
AJA Ventures Inc.

¹ <https://drtracygabin.com/50-health-optimization-leaders-transforming-health-and-the-future-of-medicine/>

Forward looking statements:

Certain statements in this release are forward-looking statements, which reflect the expectations of management regarding the acquisition of LPI described herein. Forward-looking statements consist of statements that are not purely historical, including any statements regarding beliefs, plans, expectations or intentions regarding the future. Such statements are subject to risks and uncertainties that may cause actual results, performance or developments to differ materially from those contained in the statements. No assurance can be given that any of the events anticipated by the forward-looking statements will occur or, if they do occur, what benefits the Company will obtain from them. These forward-looking statements reflect management's current views and are based on certain expectations, estimates and assumptions which may prove to be incorrect. A number of risks and uncertainties could cause our actual results to differ materially from those expressed or implied by the forward-looking statements, including factors beyond the Company's control. These forward-looking statements are made as of the date of this news release.