

NEWS RELEASE



YMI marketing campaign update.

Calgary, Alberta – November 16, 2022

For Immediate Release – nDatalyze Corp. (“NDAT” or the “Corporation”) (CSE:NDAT)(OTCQB:NDATF) is pleased to announce that the Corporation's marketing contractor, BelieveCo (formerly VenturePlay), has provided an interim update of the YMI marketing campaign (the "Campaign") progress. BelieveCo reports that after only one month, "The media campaign has been performing incredibly" and "the data shows that we're performing well over benchmarks".

NDAT's President Jim Durward states: " We planned our work and we're working our plan. I'm very pleased that Phase 1 of the marketing strategy has performed so well. As expected, prospective customers were driven to the YMI website and their "in-site" behaviour tracked to provide valuable knowledge into pre-purchase behaviors during the purchase process. We will now incorporate this knowledge in Phase 2 and increase the resolution of our behavioral data gathering to optimize the overall purchase process."

In the near term the Corporation expects to expand the Campaign by:

- a) contracting social media influencers - relevant influencers have been identified and outreach has begun;
- b) incorporating social media "boosts" - expected to begin before November 30, 2022;
- c) increasing the digital advertising spend - expected before the end of November, 2022; and
- d) expanding the target geography to include all of Canada - expected before December 15, 2022.

The Corporation further reports that an introductory price reduction occurred during Phase 1 and that the small number of sales that occurred prior to the price reduction were refunded as a show of goodwill to those customers - meaning the pre-reduction customers were effectively given free access to YMI. The refunds will not have a material effect on the Corporation's financial statements. The Campaign is fully funded by the Corporation's existing cash balance.



YMI is available now at <https://ymihealth.ca/>

About nDatalyze Corp.:

nDatalyze Corp. generates technology-based, health-related solutions. The YMI division has developed a machine-learning based, online consumer mental health application based on the Corporation's proprietary Reference Database consisting of >1200 biometric records complete with associated electroencephalogram ("EEG") data. With installations worldwide, it's Medxtractor division manufactures small-scale bio-extractors that are used to extract compounds from a variety of botanical biomasses. While the Medxtractor division is currently generating cash flow, YMI has only recently launched and accordingly the Corporation cannot accurately predict if or when this application will become a cash flow generator.

FOR FURTHER INFORMATION, PLEASE CONTACT:

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