

FOR IMMEDIATE RELEASE

St. Joseph, Inc. (OTC: STJO) Announces Strategic Divestiture of MedHab and Complete Relief from Associated Debt along with Successful Restructuring and Strategic Growth Plan

Salt Lake City, UT – November 15, 2024 - St. Joseph Inc. (OTC: STJO), today announced a significant restructuring of its operating companies aimed at reducing debt and positioning the company for sustainable growth in sales and profits. This proactive initiative underscores St. Joseph Inc.'s commitment to enhancing shareholder value and optimizing operational efficiency.

In the wake of recent market challenges, STJO undertook a comprehensive review of its business units, resulting in a streamlined structure that reduces overhead and eliminates non-core liabilities. This restructuring is designed to create a more agile organization that can quickly respond to market demands and capitalize on emerging opportunities.

STJO, a diversified holding company, is pleased to announce the successful unwinding of its acquisition of MedHab, Inc., a medical technology company previously held by STJO. This divestiture includes the complete divestment of MedHab and the full transfer of its debt obligations, allowing STJO to focus on its core growth strategy with a stronger and more flexible financial position.

The decision to divest MedHab was made after a thorough strategic review aimed at aligning STJO's portfolio with its long-term goals, prioritizing sustainable growth, and enhancing shareholder value. The unwinding of this acquisition means that STJO is now entirely free from the debt previously associated with MedHab, a milestone that strengthens the company's balance sheet and enhances its ability to pursue new opportunities.

"Unwinding the MedHab acquisition was a strategic and necessary move to streamline our operations and free up resources to support our core business objectives," said Pat Lewis, CEO of STJO. "We are now in a far stronger position to focus on innovation and growth without the financial constraints posed by MedHab's debt. This divestiture reflects our commitment to making decisions that benefit both our company and our shareholders."

Key Highlights of the Restructuring:

- **Debt Reduction:** The company has successfully negotiated terms with creditors to reduce outstanding debt by approximately 95%, allowing for improved cash flow and reduced interest obligations.
- **Streamlined Operations:** Non-core and underperforming divisions have been divested or integrated into more profitable units, enhancing overall operational efficiency.
- **Focus on Core Competencies:** St. Joseph Inc. is now concentrating its resources on telehealth and specialty medical device and wound treatment solutions for private medical practices, CBD healthcare and nutrient products distributed through a network of 3rd party Dispensaries, and Collagen-based wound care products from leading durable medical equipment manufacturers and distributors including a select group of allograft vendors, all focused on the Healthcare industry, which have shown robust growth potential and align with the company's long-term strategic vision.

Go-Forward Growth Plan

With the restructuring complete, St. Joseph Inc. is poised for a new chapter of growth. The company has outlined a strategic plan that includes:

- **Investment in Innovation:** Increased focus on research and development to drive product innovation and meet evolving customer needs.
- **Expansion into New Markets:** Identification of new market opportunities domestically to diversify revenue streams and enhance market presence.
- **Strengthened Sales Strategy:** Implementation of a refined sales strategy aimed at increasing market share and improving customer engagement.

"We believe this restructuring is a pivotal step towards revitalizing St. Joseph Inc. and positioning the company for future success," said Pat Lewis, CEO of STJO. "By reducing our debt burden and focusing on our core strengths, we are confident in our ability to drive growth and profitability. We appreciate the support of our shareholders as we embark on this exciting journey."

St. Joseph Inc. is committed to transparent communication with its stakeholders and will provide regular updates on progress and performance as it implements its growth strategy.

About St. Joseph Inc.

St. Joseph Inc. is a leading provider of specialty medical devices, medical equipment, medical supplies, and nutrients. With a focus on FDA-approved products, the company aims to improve rehabilitation, remote patient monitoring, critical care monitoring, daily use supplements, and nutrient delivery. Our commitment to innovation and delivering high-quality solutions has established us as a trusted partner in the healthcare industry.

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Note: This press release contains forward-looking statements within the meaning of the Private Securities Litigation Reform Act of 1995. These statements are based on management's current expectations and beliefs and are subject to a number of risks, uncertainties, and assumptions that could cause actual results to differ materially from those described in the forward-looking statements. Investors are cautioned that actual results may differ significantly from those projected in any forward-looking statements. The company undertakes no obligation to update or revise any forward-looking statements. All forward-looking statements are based on information currently available to the company and qualified in their entirety by this cautionary statement.