

NOTICE OF MATERIAL EVENT



ALL THINGS MOBILE ANALYTIC INC.

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NEW YORK: January 23, 2024: All Things Mobile Analytic, Inc. (OTC-PINK ATMH) (the “Company”) a US-based, OTC Pink listed company, offering cutting-edge 21st Century Enhanced Fintech and IT Services, cancelled a portion of shares that had been issued to shareholders of MIVAL Connect SA (MIVAL), a company incorporated under the laws of Switzerland. On January 5, 2023, 33,000,000 shares of unregistered ATMH common stock were issued to MIVAL shareholders in exchange for 100% of MIVAL’s issued and outstanding shares. On September 26, 2023, as a result of changed circumstances that arose subsequent to the signing of the agreement, Simone Valtolina, a founder of MIVAL, returned 16,744,180 of the ATMH shares that were issued to him, to ATMH’s treasury for cancellation. The number of issued and outstanding shares of common stock has been reduced to 33,814,928.

All Things Mobile Analytic Inc.

All Things Mobile Analytic, Inc. (OTC PINK: ATMH) embarked on its journey solely focusing on the future possibilities: ABCD (AI, Blockchain, Cloud, Data) is the underlying technologies of the 4th Industrial Revolution, which is creating noticeable changes in people's daily routines. The recent societal trends of "Contact-less Economy" and "New Normal" have brought innovation to the financial industry, more so than any other sector. In line with the technological innovation, ATMH is prioritizing services geared toward individuals such as Open Banking, Open Data, Open Payment and Open Trading. ATMH is a FinTech (Financial Technology) Company that over the past years is developing a Professional Digital Asset Exchange, Reliable Mobile Payment Systems, Affordable Mobile Voice and Data Applications, New-Era Merchant Services, E-Banking, Monetization Technologies, Hotspot Gateway Solutions, IOT Application for Smart City. ATMH has overcome multiple unforeseen obstacles and even during turbulent times in the market continues to innovate while focusing on its motto, Customer First. ATMH has developed a deep understanding of the business and distinct competencies related to the development, and operation of platforms and utilization of blockchain technologies with talented individuals in the sector, specializing in blockchain, finance, and IT security. ATMH will continue to labor for the wellbeing of our customers, employees, shareholders, and society.

Forward-Looking Statements

The statements contained in this release that are not historical facts are forward-looking statements as defined in the Private Securities Litigation Reform Act of 1995. Words such as "may," "will," "could," "should," "expect," "plan," "project," "intend," "anticipate," "believe," "estimate," "predict," "potential," "pursuant," "target," "continue," and similar expressions are intended to identify such forward-looking statements. The statements in this press release that are not historical

statements, including statements regarding ATMH's plans, objectives, future opportunities for ATMH's services, future financial performance and operating results and any other statements regarding ATMH's future expectations, beliefs, plans, objectives, financial conditions, assumptions or future events or performance that are not historical facts, are forward-looking statements within the meaning of the federal securities laws. These statements are not guarantees of future performance and are subject to numerous risks, uncertainties, and assumptions, many of which are beyond ATMH's control, and which could cause actual results to differ materially from the results expressed or implied by the statements. These statements are not guarantees of future performance and involve risks, uncertainties and assumptions that are difficult to predict, and include, without limitation, results of litigation, settlements and investigations; actions by third parties, including governmental agencies; volatility in customer spending; global economic conditions; ability to hire and retain personnel; loss of, or reduction in business, with key customers; difficulty with growth and integration of acquisitions; product liability; cybersecurity risk; and, anti-takeover measures in our charter documents. Any forward-looking statement is made only as of the date of which such statement is made. Except as otherwise required by applicable law, we undertake no obligation to publicly update or revise any forward-looking statements, whether because of new information, future events, or otherwise.

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