



AYUJOY HERBALS LTD.

8942 Quioccasin Road, Suite 109, Henrico, VA 23229

1-866-661-2082

www.ayujoy.com

info@ayujoy.com

Quarterly Report

For the period ending September 30, 2024

Outstanding Shares

The number of shares outstanding of our Common Stock was:

62,150,000 as of September 30, 2024

62,150,000 as of December 31, 2023

Shell Status

Indicate by check mark whether the company is a shell company (as defined in Rule 405 of the Securities Act of 1933, Rule 12b-2 of the Exchange Act of 1934 and Rule 15c2-11 of the Exchange Act of 1934):

Yes: No:

Indicate by check mark whether the company's shell status has changed since the previous reporting period:

Yes: No:

Change in Control

Indicate by check mark whether a Change in Control⁴ of the company has occurred during this reporting period:

Yes: No:

⁴ "Change in Control" shall mean any events resulting in:

- (i) Any "person" (as such term is used in Sections 13(d) and 14(d) of the Exchange Act) becoming the "beneficial owner" (as defined in Rule 13d-3 of the Exchange Act), directly or indirectly, of securities of the Company representing fifty percent (50%) or more of the total voting power represented by the Company's then outstanding voting securities;
- (ii) The consummation of the sale or disposition by the Company of all or substantially all of the Company's assets;
- (iii) A change in the composition of the Board occurring within a two (2)-year period, as a result of which fewer than a majority of the directors are directors immediately prior to such change; or
- (iv) The consummation of a merger or consolidation of the Company with any other corporation, other than a merger or consolidation which would result in the voting securities of the Company outstanding immediately prior thereto continuing to represent (either by remaining outstanding or by being converted into voting securities of the surviving entity or its parent) at least fifty percent (50%) of the total voting power represented by the voting securities of the Company or such surviving entity or its parent outstanding immediately after such merger or consolidation.



1) Name and address(es) of the issuer and its predecessors (if any)

In answering this item, provide the current name of the issuer and names used by predecessor entities, along with the dates of the name changes.

Ayujoy Herbals, Ltd,
Groupe Athena, Inc. - Until July 14, 2020

Current State and Date of Incorporation or Registration: New Jersey
Standing in this jurisdiction: (e.g. active, default, inactive): Active

Prior Incorporation Information for the issuer and any predecessors during the past five years:
See above

Describe any trading suspension or halt orders issued by the SEC or FINRA concerning the issuer or its predecessors since inception:

None

List any stock split, dividend, recapitalization, merger, acquisition, spin-off, or reorganization either currently anticipated or that occurred within the past 12 months:

None

Address of the issuer's principal executive office:

8942 Quioccasin Road, Suite 109, Henrico, VA 23229

Address of the issuer's principal place of business:

Check if principal executive office and principal place of business are the same address:

Has the issuer or any of its predecessors been in bankruptcy, receivership, or any similar proceeding in the past five years?

No: Yes: If Yes, provide additional details below:

2) Security Information

Transfer Agent

Name: Globex Transfer LLC
Phone: 813 344 4490
Email: mt@globextransfer.com
Address: 780 Deltona Boulevard, Deltona, FL 32725



Publicly Quoted or Traded Securities:

The goal of this section is to provide a clear understanding of the share information for its publicly quoted or traded equity securities. Use the fields below to provide the information, as applicable, for all outstanding classes of securities that are publicly traded/quoted.

Trading symbol:	<u>AJOY</u>	
Exact title and class of securities outstanding:	<u>Common Stock</u>	
CUSIP:	<u>054761101</u>	
Par or stated value:	<u>\$0.01</u>	
Total shares authorized:	<u>100,000,000</u>	as of date: <u>September 30, 2024</u>
Total shares outstanding:	<u>62,150,000</u>	as of date: <u>September 30, 2024</u>
Total number of shareholders of record:	<u>55</u>	as of date: <u>September 30, 2024</u>

Please provide the above-referenced information for all other publicly quoted or traded securities of the issuer.

Other classes of authorized or outstanding equity securities that do not have a trading symbol:

The goal of this section is to provide a clear understanding of the share information for its other classes of authorized or outstanding equity securities (e.g., preferred shares that do not have a trading symbol). Use the fields below to provide the information, as applicable, for all other authorized or outstanding equity securities.

Exact title and class of the security:	_____	
Par or stated value:	_____	
Total shares authorized:	_____	as of date: _____
Total shares outstanding:	_____	as of date: _____
Total number of shareholders of record:	_____	as of date: _____

Please provide the above-referenced information for all other classes of authorized or outstanding equity securities.

Security Description:

The goal of this section is to provide a clear understanding of the material rights and privileges of the securities issued by the company. Please provide the below information for each class of the company's equity securities, as applicable:

1. For common equity, describe any dividend, voting and preemption rights.

Every common equity share has an equal right to any dividend declared and each equity share would have one vote. No equity share has any special preemption rights and all decisions requiring a vote shall be by majority vote by the holders of the equity shares.



2. For preferred stock, describe the dividend, voting, conversion, and liquidation rights as well as redemption or sinking fund provisions.

Not Applicable

3. Describe any other material rights of common or preferred stockholders.

4. Describe any material modifications to rights of holders of the company's securities that have occurred over the reporting period covered by this report.

3) Issuance History

The goal of this section is to provide disclosure with respect to each event that resulted in any changes to the total shares outstanding of any class of the issuer's securities **in the past two completed fiscal years and any subsequent interim period.**

Disclosure under this item shall include, in chronological order, all offerings and issuances of securities, including debt convertible into equity securities, whether private or public, and all shares, or any other securities or options to acquire such securities, issued for services. Using the tabular format below, please describe these events.

A. Changes to the Number of Outstanding Shares for the two most recently completed fiscal years and any subsequent period.

Indicate by check mark whether there were any changes to the number of outstanding shares within the past two completed fiscal years:

No: Yes: (If yes, you must complete the table below)

Shares Outstanding <u>Opening Balance:</u>			*Right-click the rows below and select "Insert" to add rows as needed.						
Date <u>December 31, 2021</u>									
Common: <u>60,500,000</u>									
Preferred: <u>0</u>									
Date of Transaction	Transaction type (e.g., new issuance, cancellation, shares returned to treasury)	Number of Shares Issued (or cancelled)	Class of Securities	Value of shares issued (\$/per share) at Issuance	Were the shares issued at a discount to market price at the time of issuance? (Yes/No)	Individual/ Entity Shares were issued to. ***You must disclose the control person(s) for any entities listed.	Reason for share issuance (e.g. for cash or debt conversion) - OR- Nature of Services Provided	Restricted or Unrestricted as of this filing.	Exemption or Registration Type.
Sept. 27, 2023	new issuance	250,000	Common	\$0.05	No	William Murray	Services	Restricted	4(a)(2)
Sept. 27, 2023	new issuance	250,000	Common	\$0.05	No	Jeff Palumbo	Services	Restricted	4(a)(2)



Sept. 27, 2023	new issuance	250,000	Common	\$0.05	No	Joshua Canada	Services	Restricted	4(a)(2)
Sept. 27, 2023	new issuance	250,000	Common	\$0.05	No	Fraxon Market Initiatives LLC – Frank Benedetto	Services	Restricted	4(a)(2)
Sept. 27, 2023	new issuance	250,000	Common	\$0.05	No	Mathew Milstead	Services	Restricted	4(a)(2)
Sept. 27, 2023	new issuance	200,000	Common	\$0.05	No	Clyde Bianchi	Services	Restricted	4(a)(2)
Sept. 27, 2023	new issuance	200,000	Common	\$0.05	No	Philip Munschauer	Services	Restricted	4(a)(2)
Shares Outstanding on Date of This Report:									
<u>Ending Balance:</u>									
Date <u>September 30, 2024</u>									
Common: <u>62,150,000</u>									
Preferred: <u>0</u>									

Example: A company with a fiscal year end of December 31st 2023, in addressing this item for its Annual Report, would include any events that resulted in changes to any class of its outstanding shares from the period beginning on January 1, 2022 through December 31, 2023 pursuant to the tabular format above.

*****Control persons for any entities in the table above must be disclosed in the table or in a footnote here.**

Use the space below to provide any additional details, including footnotes to the table above:

B. Promissory and Convertible Notes

Indicate by check mark whether there are any outstanding promissory, convertible notes, convertible debentures, or any other debt instruments that may be converted into a class of the issuer’s equity securities:

No: Yes: (If yes, you must complete the table below)

Date of Note Issuance	Outstanding Balance (\$)	Principal Amount at Issuance (\$)	Interest Accrued (\$)	Maturity Date	Conversion Terms (e.g. pricing mechanism for determining conversion of instrument to shares)	Name of Noteholder. *** You must disclose the control person(s) for any entities listed.	Reason for Issuance (e.g. Loan, Services, etc.)
_____	_____	_____	_____	_____	_____	_____	_____
_____	_____	_____	_____	_____	_____	_____	_____
_____	_____	_____	_____	_____	_____	_____	_____
_____	_____	_____	_____	_____	_____	_____	_____



*****Control persons for any entities in the table above must be disclosed in the table or in a footnote here.**

Use the space below to provide any additional details, including footnotes to the table above:

4) Issuer's Business, Products and Services

The purpose of this section is to provide a clear description of the issuer's current operations. Ensure that these descriptions are updated on the Company's Profile on www.OTCMarkets.com.

- A. Summarize the issuer's business operations (If the issuer does not have current operations, state "no operations")

Ayujoy, in simple terms is a herbal supplements company that believes in harnessing the power of nature to keep you healthy. Ayu, in Sanskrit means life and the core of our existence is the principle of trying to fill lives with joy through good health. Ayujoy was born out of a love for nature and humanity. We truly believe that plants and herbs hold the key to healing. Our goal is to harness the power of nature to help people remain healthy. We aim to make people's lives happier and healthier by emphasizing the fact that prevention is better than cure. Above all else, Ayujoy desires to educate - with an open mind, and an open heart, we strive to educate and give a full understanding of where our products come from and why they are good for health.

After careful consideration "InterBrands" will become the name of the new operating Company name which aligns with the new expanded direction and activities of expanding the product line to increase sales and distribution. The Company will seek the support of strategic partners to assist in achieving its growth aspirations, explore the option for direct investment or potential financing alternatives, and build its brand portfolio to support potential for revenue growth. Further, the Company will engage expertise in advertising and digital marketing initiatives to improve sales and expand distribution. The Company recently acquired the URL www.interbrands.com and is building out a new e-commerce site. Since announcing the change of control, Ayujoy has moved its head office to Virginia. The Company will continue to look at acquisition targets and for business opportunities.

- B. List any subsidiaries, parent company, or affiliated companies.

None

- C. Describe the issuer's principal products or services.

"Immunojoy" launched on the Amazon platform on January 24, 2022. "Immunojoy" is a 100% natural, herbal, gluten and sugar free herbal supplement for boosting immunity and made up of a mixture of 10 potent herbs. The formulation has been finalized and is a result of 3 years of hard work, perseverance, failures, frustrations, persistence & triumph.

The Company will seek the support of strategic partners to assist in achieving its growth aspirations, explore the option for direct investment or potential financing alternatives, and build its brand portfolio to support potential for revenue growth. Further, the Company will engage expertise in advertising and digital marketing initiatives to improve sales and expand distribution.

Amazon Brand Registry - It is with great pleasure that we wish to tell our shareholders that we have been accepted into the brand registry program of Amazon. While the application



process was grueling, we wish to thank Kaspien for all their efforts in making this happen. Enrolling in Amazon Brand Registry unlocks a suite of tools that will help us build and protect our brand while creating a better customer experience. Specifically, it enables us to:

- Build our brand with A+ content helping us better showcase our story and product features using rich text and images on the Amazon detail page to help drive conversion and potentially increase traffic and sales;
- Help in growing brand awareness with ads that feature our logo and custom headline to truly create the foundation of creating a strong brand;
- Use the Amazon Brand Analytics platform to learn more about our consumers to help us make smart decisions;
- Protect our brand through accurate product listings;
- Get proactive brand protection to remove suspected infringing or inaccurate content and help us protect and improve our brand experience; and
- Use the powerful Amazon search tools to report suspected violations and improve brand experience.

While enrolling and getting accepted in this program has been tough and has taken a lot of time, we believe that engaging in this process will help us build a better brand and be immensely helpful in the future to market our brands on other platforms and big box stores.

5) Issuer's Facilities

The goal of this section is to provide investors with a clear understanding of all assets, properties or facilities owned, used or leased by the issuer and the extent in which the facilities are utilized.

In responding to this item, please clearly describe the assets, properties or facilities of the issuer. Describe the location of office space, data centers, principal plants, and other property of the issuer and describe the condition of the properties. Specify if the assets, properties, or facilities are owned or leased and the terms of their leases. If the issuer does not have complete ownership or control of the property, describe the limitations on the ownership.

The Issuer leases space at an office center at 8942 Quioccasin Road, Suite 109 Henrico, VA 23229. It includes a dedicated reception, executive offices, a conference room and an administrative office. The lease of the premises runs through April 2024.

6) All Officers, Directors, and Control Persons of the Company

Using the table below, please provide information, as of the period end date of this report, regarding all officers and directors of the company, or any person that performs a similar function, regardless of the number of shares they own.

In addition, list all individuals or entities controlling 5% or more of any class of the issuer's securities. If any insiders listed are corporate shareholders or entities, provide the name and address of the person(s) beneficially owning or controlling such corporate shareholders, or the name and contact information (City, State) of an individual representing the corporation or entity. Include Company Insiders who own any outstanding units or shares of any class of any equity security of the issuer.

The goal of this section is to provide investors with a clear understanding of the identity of all the persons or entities that are involved in managing, controlling or advising the operations, business development and disclosure of the issuer, as well as the identity of any significant or beneficial owners.

%



Names of All Officers, Directors, and Control Persons	Affiliation with Company (e.g. Officer Title /Director/Owner of 5% or more)	Residential Address (City / State Only)	Number of shares owned	Share type/class	Ownership Percentage of Class Outstanding	Names of control person(s) if a corporate entity
Jeff Palumbo	President and Director	Richmond, VA	250,000	Common Equity	>1%	
William Murray	SVP International Sales and Distribution	Tokyo, Japan	250,000	Common Equity	>1%	
Trimark Capital Partners Inc.	Owner of more than 5% of Common Equity Shares	Vancouver, BC Canada	40,656,200	Common Equity	65.4%	Ron Loudoun
Allianz Atlantis Partners LLC	Owner of more than 5% of Common Equity Shares	Morris Plains, NJ	4,758,793	Common Equity	7.5%	Kalpathy Parameswaran

Confirm that the information in this table matches your public company profile on www.OTCMarkets.com. If any updates are needed to your public company profile, log in to www.OTCIQ.com to update your company profile.

7) Legal/Disciplinary History

A. Identify and provide a brief explanation as to whether any of the persons or entities listed above in Section 6 have, in the past 10 years:

1. Been the subject of an indictment or conviction in a criminal proceeding or plea agreement or named as a defendant in a pending criminal proceeding (excluding minor traffic violations);

None

2. Been the subject of the entry of an order, judgment, or decree, not subsequently reversed, suspended or vacated, by a court of competent jurisdiction that permanently or temporarily enjoined, barred, suspended or otherwise limited such person's involvement in any type of business, securities, commodities, financial- or investment-related, insurance or banking activities;

None

3. Been the subject of a finding, disciplinary order or judgment by a court of competent jurisdiction (in a civil action), the Securities and Exchange Commission, the Commodity Futures Trading Commission, a state securities regulator of a violation of federal or state securities or commodities law, or a foreign regulatory body or court, which finding or judgment has not been reversed, suspended, or vacated;

None

4. Named as a defendant or a respondent in a regulatory complaint or proceeding that could result in a "yes" answer to part 3 above; or

None



- 5. Been the subject of an order by a self-regulatory organization that permanently or temporarily barred, suspended, or otherwise limited such person’s involvement in any type of business or securities activities.

None

- 6. Been the subject of a U.S Postal Service false representation order, or a temporary restraining order, or preliminary injunction with respect to conduct alleged to have violated the false representation statute that applies to U.S mail.

None

- B. Describe briefly any material pending legal proceedings, other than ordinary routine litigation incidental to the business, to which the issuer or any of its subsidiaries is a party to or of which any of their property is the subject. Include the name of the court or agency in which the proceedings are pending, the date instituted, the principal parties thereto, a description of the factual basis alleged to underlie the proceeding and the relief sought. Include similar information as to any such proceedings known to be contemplated by governmental authorities.

Legal Suit of Pro Music Rights, Inc. on Ayujoy - Pro Music Rights had filed a legal suit on Ayujoy pertaining to some dispute it had with the previous entity Groupe Athena, Inc. Since Ayujoy is in the process of building up the company, management decided that it was not worth spending valuable resources in defending this suit and Pro Music Rights was awarded a default judgment of \$77,641. Management will address this suit at the appropriate time.

8) Third Party Service Providers

Provide the name, address, telephone number and email address of each of the following outside providers. You may add additional space as needed.

Confirm that the information in this table matches your public company profile on www.OTCMarkets.com. If any updates are needed to your public company profile, update your company profile.

Securities Counsel (must include Counsel preparing Attorney Letters).

Name: Warren Markowitz, Esq.
 Address 1: 7260 W. Azure Dr, Suite 140-1200,
 Address 2: Las Vegas NV 89130
 Phone: 516.991.5181
 Email: Warren@WarrenMarkowitzEsq.com

Accountant or Auditor

Name: _____
 Firm: _____
 Address 1: _____
 Address 2: _____
 Phone: _____
 Email: _____

Investor Relations

Name: _____



Firm: _____
 Address 1: _____
 Address 2: _____
 Phone: _____
 Email: _____

All other means of Investor Communication:

X (Twitter): _____
 Discord: _____
 LinkedIn: _____
 Facebook: _____
 [Other]: _____

Other Service Providers

Provide the name of any other service provider(s) that **that assisted, advised, prepared, or provided information with respect to this disclosure statement**. This includes counsel, broker-dealer(s), advisor(s), consultant(s) or any entity/individual that provided assistance or services to the issuer during the reporting period.

Name: _____
 Firm: _____
 Nature of Services: _____
 Address 1: _____
 Address 2: _____
 Phone: _____
 Email: _____

9) Disclosure & Financial Information

A. This Disclosure Statement was prepared by (name of individual):

Name: **Rachel Boulds**
 Title: **CPA**
 Relationship to Issuer: **Service Provider**

B. The following financial statements were prepared in accordance with:

- IFRS
- U.S. GAAP

C. The following financial statements were prepared by (name of individual):

Name: **Rachel Boulds**
 Title: **Outsourced CPA**
 Relationship to Issuer: **Service Provider**



Describe the qualifications of the person or persons who prepared the financial statements:⁵ **Licensed CPA in the State of Utah.**

Provide the following qualifying financial statements:

- Audit letter, if audited;
- Balance Sheet;
- Statement of Income;
- Statement of Cash Flows;
- Statement of Retained Earnings (Statement of Changes in Stockholders' Equity)
- Financial Notes

Financial Statement Requirements:

- Financial statements must be published together with this disclosure statement as one document.
- Financial statements must be “machine readable”. Do not publish images/scans of financial statements.
- Financial statements must be presented with comparative financials against the prior FYE or period, as applicable.
- Financial statements must be prepared in accordance with U.S. GAAP or International Financial Reporting Standards (IFRS) but are not required to be audited.

10) Issuer Certification

Principal Executive Officer:

The issuer shall include certifications by the chief executive officer and chief financial officer of the issuer (or any other persons with different titles but having the same responsibilities) in each Quarterly Report or Annual Report.

The certifications shall follow the format below:

I, Jeff Palumbo certify that:

1. I have reviewed this Disclosure Statement for AYUJOY HOLDINGS LTD;
1. ;
2. Based on my knowledge, this disclosure statement does not contain any untrue statement of a material fact or omit to state a material fact necessary to make the statements made, in light of the circumstances under which such statements were made, not misleading with respect to the period covered by this disclosure statement; and
3. Based on my knowledge, the financial statements, and other financial information included or incorporated by reference in this disclosure statement, fairly present in all material respects the financial condition, results of operations and cash flows of the issuer as of, and for, the periods presented in this disclosure statement.

⁵ The financial statements requested pursuant to this item must be prepared in accordance with US GAAP or IFRS and by persons with sufficient financial skills.



November 14, 2024

/s/ Jeff Palumbo

Principal Financial Officer:

I, Jeff Palumbo certify that:

2. I have reviewed this Disclosure Statement for AYUJOY HOLDINGS LTD;
3. Based on my knowledge, this disclosure statement does not contain any untrue statement of a material fact or omit to state a material fact necessary to make the statements made, in light of the circumstances under which such statements were made, not misleading with respect to the period covered by this disclosure statement; and
4. Based on my knowledge, the financial statements, and other financial information included or incorporated by reference in this disclosure statement, fairly present in all material respects the financial condition, results of operations and cash flows of the issuer as of, and for, the periods presented in this disclosure statement.

November 14, 2024

/s/ Jeff Palumbo



AYUJOY HERBALS LTD.
BALANCE SHEETS
(Unaudited)

	September 30, 2024	December 31, 2023
<u>ASSETS</u>		
Current Assets:		
Cash	\$ 2,592	\$ 2,890
Total Assets	<u>\$ 2,592</u>	<u>\$ 2,890</u>
<u>LIABILITIES AND STOCKHOLDERS' DEFICIT</u>		
Current Liabilities:		
Accounts payable	\$ 1,135	\$ 460
Accrued compensation	105,000	60,000
Cash advance – related party	13,542	4,308
Total Current Liabilities	<u>119,677</u>	<u>64,768</u>
Total Liabilities	<u>119,677</u>	<u>64,768</u>
Stockholders' Deficit:		
Common stock, \$0.01 par value; 100,000,000 shares authorized, 62,150,000 and 62,150,000 shares issued and outstanding, respectively	621,500	621,500
Common stock to be issued	2,500	—
Additional paid-in capital	713,102	713,102
Accumulated deficit	<u>(1,454,187)</u>	<u>(1,396,480)</u>
Total Stockholders' Deficit	<u>(117,085)</u>	<u>(61,878)</u>
Total Liabilities and Stockholders' Deficit	<u>\$ 2,592</u>	<u>\$ 2,890</u>

The accompanying notes are an integral part of these unaudited financial statements.



AYUJOY HERBALS LTD.
STATEMENTS OF OPERATIONS
(Unaudited)

	For the Three Months Ended September 30,		For the Nine Months Ended September 30,	
	2024	2023	2024	2023
Revenue:	\$ —	\$ —	\$ —	\$ —
Operating Expenses:				
General and administrative expenses	2,051	70,874	12,707	86,801
Compensation expense – related party	15,000	18,750	45,000	33,750
Total operating expenses	<u>17,051</u>	<u>89,624</u>	<u>57,707</u>	<u>120,551</u>
Loss from operations	<u>(17,051)</u>	<u>(89,624)</u>	<u>(57,707)</u>	<u>(120,551)</u>
Net Loss	<u>\$ (17,051)</u>	<u>\$ (89,624)</u>	<u>\$ (57,707)</u>	<u>\$ (120,551)</u>
Loss per share– basic and diluted	<u>\$ (0.00)</u>	<u>\$ (0.00)</u>	<u>\$ (0.00)</u>	<u>(0.00)</u>
Weighted average shares – basic and diluted	<u>62,150,000</u>	<u>60,553,804</u>	<u>62,150,000</u>	<u>60,518,132</u>

The accompanying notes are an integral part of these unaudited financial statements.



AYUJOY HERBALS LTD.
STATEMENTS OF CHANGES IN STOCKHOLDERS' EQUITY (DEFICIT)
FOR THE THREE AND NINE MONTHS ENDED SEPTEMBER 30, 2024 AND 2023
(Unaudited)

	Common Stock		Additional	Common	Accumulated	Total
	Shares	Amount	Paid in	Stock	Deficit	Stockholders'
			Capital	To Be Issued		Deficit
Balance at December 31, 2023	62,150,000	\$ 621,500	\$ 713,102	\$ —	\$ (1,396,480)	\$ (61,878)
Common stock granted for services	—	—	—	2,500	—	2,500
Net loss	—	—	—	—	(25,201)	(25,201)
Balance at March 31, 2024	62,150,000	621,500	713,102	2,500	(1,421,681)	(84,579)
Net loss	—	—	—	—	(15,455)	(15,455)
Balance at June 30, 2024	62,150,000	621,500	713,102	2,500	(1,437,136)	(100,034)
Net loss	—	—	—	—	(17,051)	(17,051)
Balance at September 30, 2024	<u>62,150,000</u>	<u>\$ 621,500</u>	<u>\$ 713,102</u>	<u>\$ 2,500</u>	<u>\$ (1,454,187)</u>	<u>\$ (117,085)</u>

	Common Stock		Additional	Accumulated	Total
	Shares	Amount	Paid in	Deficit	Stockholders'
			Capital		Equity (Deficit)
Balance at December 31, 2022	60,500,000	\$ 605,000	\$ 655,352	\$ (1,260,094)	\$ 258
Net loss	—	—	—	(15,409)	(15,409)
Balance at March 31, 2023	60,500,000	605,000	655,352	(1,275,503)	(15,151)
Net loss	—	—	—	(15,518)	(15,518)
Balance at June 30, 2023	60,500,000	605,000	655,352	(1,291,021)	(30,669)
Common stock issued for services	1,400,000	14,000	49,000	—	63,000
Common stock issued for services – related party	250,000	2,500	8,750	—	11,250
Net loss	—	—	—	(89,624)	(89,624)
Balance at September 30, 2023	<u>62,150,000</u>	<u>\$ 621,500</u>	<u>\$ 713,102</u>	<u>\$ (1,380,645)</u>	<u>\$ (46,043)</u>

The accompanying notes are an integral part of these unaudited financial statements.



AYUJOY HERBALS LTD.
STATEMENTS OF CASH FLOWS
(Unaudited)

	For the Nine Months Ended	
	September 30,	
	2024	2023
Cash flows from operating activities:		
Net loss	\$ (57,707)	\$ (120,550)
Adjustments to reconcile net loss to net cash used in operating activities:		
Shares issued for services	2,500	74,250
Changes in assets and liabilities:		
Accounts payable	675	—
Accrued compensation	45,000	45,000
Net cash used by operating activities	<u>(9,532)</u>	<u>(1,300)</u>
Cash flows from investing activities:	<u>—</u>	<u>—</u>
Cash flows from financing activities:		
Cash advance – related party	9,234	4,238
Net cash provided by financing activities	<u>9,234</u>	<u>4,238</u>
Net change in cash	(298)	2,938
Cash, beginning of period	<u>2,890</u>	<u>—</u>
Cash, end of period	<u>\$ 2,592</u>	<u>\$ 2,938</u>

The accompanying notes are an integral part of these unaudited financial statements.



**AYUJOY HERBALS LTD.
NOTES TO UNAUDITED FINANCIAL STATEMENTS
SEPTEMBER 30, 2024**

NOTE 1 - ORGANIZATION AND DESCRIPTION OF BUSINESS

Ayujoy Herbals Ltd., (the “Company”, “Ayujoy”) formerly Groupe Athena Inc., was incorporated in June 2008 and began operations on July 1, 2008. Groupe Athena Inc. was a research and testing organization helping various pharmaceutical companies in India to get regulatory approvals and facilitate exports of pharmaceuticals to the United States. Due to sustained losses, the Management decided to reorganize Groupe Athena and under an agreement dated August 3, 2020, Groupe Athena was renamed Ayujoy Herbals Ltd. and was taken over by new Management.

Ayujoy, in simple terms is an herbal supplements company and believes in harnessing the power of nature to keep you healthy. Ayu, in Sanskrit means life and the core of our existence is the principle of trying to fill lives with joy through good health. Ayujoy was born out of a love for nature and humanity. The Management truly believes that plants and herbs hold the key to healing and the goal is to harness the power of nature to help people remain healthy.

NOTE 2 - SUMMARY OF SIGNIFICANT ACCOUNTING POLICIES

Basis of Presentation

The Company’s unaudited financial statements have been prepared in accordance with accounting principles generally accepted in the United States of America (“U.S. GAAP”). The accompanying unaudited financial statements reflect all adjustments, consisting of only normal recurring items, which, in the opinion of management, are necessary for a fair statement of the results of operations for the periods shown and are not necessarily indicative of the results to be expected for the full year ending December 31, 2024.

Use of Estimates

The preparation of financial statements in conformity with accounting principles generally accepted in the United States of America requires management to make estimates and assumptions that affect the reported amounts of assets and liabilities and disclosure of contingent assets and liabilities at the date of the financial statements and the reported amounts of revenues and expenses during the reporting period. Actual results could differ from those estimates.

Concentration of Credit Risk

Financial instruments which potentially subject the Company to concentration of credit risk consist of cash deposits and customer receivables. The Company maintains cash with various major financial institutions. The Company performs periodic evaluations of the relative credit standing of these institutions. To reduce risk, the Company performs credit evaluations of its customers and maintains reserves when necessary for potential credit losses.

Cash Equivalents

The Company considers all highly liquid investments with a maturity of three months or less when purchased to be cash equivalents. There were no cash equivalents as of September 30, 2024 and December 31, 2023.

Stock-Based Compensation

In June 2018, the FASB issued ASU 2018-07, *Compensation – Stock Compensation (Topic 718): Improvements to Nonemployee Share-Based Payment Accounting*. ASU 2018-07 allows companies to account for nonemployee awards in the same manner as employee awards.

Recent Accounting Pronouncements

The Company has implemented all applicable accounting pronouncements that are in effect. These pronouncements did not have any material impact on the unaudited financial statements unless otherwise disclosed, and the Company does not believe that there are any other new accounting pronouncements that have been issued that might have a material impact on its unaudited financial position or results of operations.



NOTE 3 - GOING CONCERN

The accompanying unaudited financial statements have been prepared on a going concern basis, which contemplates the realization of assets and the satisfaction of liabilities in the normal course of business. The Company has no revenue and has an accumulated deficit as of September 30, 2024. The Company requires capital for its contemplated operational and marketing activities. The Company's ability to raise additional capital through the future issuances of common stock is unknown. The obtainment of additional financing, the successful development of the Company's contemplated plan of operations, and its transition, ultimately, to the attainment of profitable operations are necessary for the Company to continue operations. These conditions and the ability to successfully resolve these factors raise substantial doubt about the Company's ability to continue as a going concern. The unaudited financial statements of the Company do not include any adjustments that may result from the outcome of these uncertainties.

NOTE 4 – RELATED PARTY TRANSACTIONS

The Company incurs compensation expense for Jeff Palumbo, President and Director, for services at \$2,500 a month. As of September 30, 2024 and December 31, 2023, there is \$52,500 and \$30,000 of accrued compensation due to Mr. Palumbo, respectively. In addition, Mr. Palumbo received 250,000 shares of common stock for services in 2023. The shares were valued at \$0.45, the closing stock price on the date of grant, for total non-cash compensation expense of \$11,250.

The Company incurs compensation expense for Trimark Capital Partners Inc. for services at \$2,500 a month. Trimark is the majority shareholder and is owned by Ron Loudoun. As of September 30, 2024 and December 31, 2023, there is \$52,500 and \$30,000 of accrued compensation due to Mr. Loudoun, respectively. In addition, Mr. Loudoun has advanced the Company \$13,542 to pay for general operating expenses.

NOTE 5 – COMMON STOCK TRANSACTIONS

During the year ended December 31, 2023, the Company granted a total of 1,400,000 for services. The shares were valued at \$0.45, the closing stock price on the date of grant, for total non-cash compensation expense of \$63,000.

On March 8, 2024, the Company granted 250,000 shares of common stock for services. The shares were valued at \$0.01, the closing stock price on the date of grant, for total non-cash stock compensation expense of \$2,500. As of September 30, 2024, the shares have not yet been issued by the transfer agent and are disclosed as common stock to be issue.

Refer to Note 4 for common stock issued to a related party.

NOTE 6 – SUBSEQUENT EVENTS

In accordance with SFAS 165 (ASC 855-10) management has performed an evaluation of subsequent events through the date that the unaudited financial statements were issued and has determined that it does not have any material subsequent events to disclose in these the unaudited financial statements.