

Tenet Engages Altitude Capital Consultants Inc. for Capital Markets Strategy

Toronto, Ontario--(Newsfile Corp. - August 22, 2024) - Tenet Fintech Group Inc. (CSE: PKK) (OTC Pink: PKKFF) ("Tenet" or the "Company"), an innovative analytics service provider, owner and operator of the Cubeler® Business Hub, today announced that it has signed a strategic advisory agreement with Altitude Capital Consultants Inc. ("**Altitude**"), led by renowned Canadian capital markets expert Michael Wekerle.

Altitude and the Company have agreed to a one-year term whereby Altitude will render certain services that includes primarily capital markets strategy, review and analysis of strategic opportunities, the examination of sources of funding and future capital requirements, and general marketing advice, including on the commercialization of Tenet's data driven ie-Pulse product offering destined to capital market professionals.

Altitude was co-founded by Michael Wekerle where he currently serves as the company's Managing Partner. Mr. Wekerle (or "Wek" as he is affectionally known) has a long track record of success spanning over 30 years in the Canadian investment banking and capital markets landscape. He began his career in the early 1990's at First Marathon and eventually made his way to becoming the firm's Head Trader and as such, played a key role in Rogers Communications' takeover of Maclean-Hunter in 1994. He then went on to Griffiths McBurney and Partners (GMP) where, as Vice-chairman of Trading, he was closely implicated in the initial public offering of BlackBerry maker, Research in Motion in 1997. Wek left GMP in 2011 and started his own merchant banking firm about a year later to provide capital to technology startups. In 2014 he launched a business incubator in the Waterloo, Ontario region, again to help technology startups gain access to funding. His success in the Canadian capital market space and track record of successful investments in early-stage companies led to an appearance on the Canadian reality TV show [Dragon's Den](#), where he spent four seasons as one of the Dragons from 2014 to 2017.

"As a capital market professional myself, I took one look at the product offering that Tenet is planning to bring to the industry and I knew this was something I had to get involved in," commented Mr. Wekerle. "I truly believe the Company has a unique offering that will be very well received by the industry. So, I'm excited to work with Johnson (Joseph) and the rest of the Tenet team to help the Company capitalize on what I think is a great opportunity."

About Tenet Fintech Group Inc.:

Tenet Fintech Group Inc. is the parent company of a group of innovative financial technology (Fintech) and artificial intelligence (AI) companies. All references to Tenet in this news release, unless explicitly specified, include Tenet and all its subsidiaries. Tenet's subsidiaries offer various analytics and AI-based products and services to businesses, capital markets professionals, government agencies and financial institutions either through or leveraging data gathered by the Cubeler® Business Hub, a global ecosystem where analytics and AI are used to create opportunities and facilitate B2B transactions among its members. Please visit our website at: <https://www.tenetfintech.com/>.

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Forward-looking information

Certain statements in this press release constitute forward-looking statements within the meaning of applicable securities laws. Forward-looking statements are frequently characterized by words such as "plan", "continue", "expect", "project", "intend", "believe", "anticipate", "estimate", "may", "will", "potential", "proposed" and other similar words, or statements that certain events or conditions "may" or "will" occur. Forward-looking statements are not guarantees of future performance and involve risks, uncertainties and other factors which may cause actual results, performance or achievements of Tenet to be materially different from the outlook or any future results, performance or achievements implied by such statements. Accordingly, readers are advised not to place undue reliance on forward-looking statements. Important risk factors that could affect the forward-looking statements in this news release include, but are not limited to, holding company with significant operations in China; general economic and business conditions, including factors impacting the Company's business in China such as pandemics and COVID-19; legislative and/or regulatory developments; Global Financial conditions, repatriation of profits or transfer of funds from China to Canada, operations in foreign jurisdictions and possible exposure to corruption, bribery or civil unrest; actions by regulators; uncertainties of investigations, proceedings or other types of claims and litigation; timing and completion of capital programs; liquidity and capital resources, negative operating cash flow and additional funding, dilution from further financing; financial performance and timing of capital; and other risks detailed from time to time in reports filed by Tenet with securities regulators in Canada. Reference should also be made to Management's Discussion and Analysis (MD&A) in Tenet's annual and interim reports, Annual Information Form, filed with Canadian securities regulators and available via the System for Electronic Document Analysis and Retrieval (SEDAR+) under Tenet's profile at www.sedarplus.ca, for a description of major risk factors relating to Tenet. Although Tenet has attempted to identify certain factors that could cause actual actions, events or results to differ materially from those described in forward-looking statements, there may be other factors that cause actions, events or results to differ from those anticipated, estimated or intended.

Forward-looking statements reflect information as of the date on which they are made. The Company assumes no obligation to update or revise forward-looking statements to reflect future events, changes in circumstances, or changes in beliefs, unless required by applicable securities laws. In the event the Company does update any forward-looking statement, no inference should be made that the Company will make additional updates with respect to that statement, related matters, or any other forward-looking statement.

Neither the Canadian Securities Exchange nor its Market Regulator (as that term is defined in policies of the Canadian Securities Exchange) accepts responsibility for the adequacy or accuracy of this release.



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