



FOR IMMEDIATE RELEASE

July 31, 2018

Certive Announces Changes to Its Board of Directors and Enhanced Governance Controls

Scottsdale, Arizona and Vancouver British Columbia - Certive Solutions Inc. (OTCQB:CTVEF CSE:CBP) ("Certive" or the "Company"), announces changes effective immediately to the Company's governance and leadership structure. These changes assure an independent Board of Directors that will implement controls and policies to guide the Company through anticipated near-term growth.

Certive sadly announces the passing of Mr. Michael Bartlett, Chairman of Certive Solutions. Mr. Bartlett had a distinguished career in several industries and served Certive in several executive governance roles over the last four years.

Certive Solutions Inc. Board of Directors Changes

Mr. Tom Marreel has been appointed to the Board of Directors and Chairman of Certive Solutions, filling the vacancy left by the recent passing of Mr. Bartlett. Mr. Marreel also serves as Chairman of Certive Health Inc., Certive's U.S. wholly owned subsidiary operating in the healthcare and public health sectors.

As an early investor in Certive, Mr. Marreel was instrumental in the formation of Certive's Advisory Council, which is comprised of healthcare management experts. He has been involved in healthcare benefit plan financing, plan design and marketing for over thirty years. He held key positions at William Mercer, Schaller Anderson Inc., The Segal Company and is founder and CEO of Marreel Slater Insurance, a healthcare consulting and benefit brokerage company in Phoenix, Arizona. At Schaller Anderson, Inc., a health management and consulting company based in Phoenix, Arizona, Tom became senior vice president assuming development and oversight of the commercial self-funded business sector. He had a primary role in building this business that was ultimately sold to Aetna in 2007.

Mr. Tim Hyland has been appointed to Certive's Board of Directors. Mr. Hyland also serves as a Director of Certive Health Inc. He is an experienced executive in Finance and Business Development, including Mergers and Acquisitions. Previously, he was Senior Vice President of Schaller Anderson, Inc. from May 1989 - October 2004 in Phoenix, Arizona. At Schaller Anderson, Tim was its CFO for 13 years before focusing exclusively on Business Development – M&A. He worked closely with Tom Marreel in building the success at Schaller Anderson. Mr. Hyland is an investor in the Company.

Mr. Jack Saltich was also appointed as a Director of Certive Solutions and at Certive Health. He is re-joining the Certive Solutions Board of Directors, a position he resigned in early 2017. With over 35 years of experience in high technology, Mr. Saltich brings exceptional breadth and depth to the Company both in terms of leadership and governance. Mr. Saltich has served as a Director on numerous innovative public and private companies including Immersion (IMMR) Atmel (ATML), Ramtron (RMTR) and Leadis (LDIS). From January 2006 until its sale in February 2011

Mr. Saltich served as Chairman and CEO of Vitex Systems, a private technology licensing company. Mr. Saltich is also an investor in the Company.

With these changes, the Certive Solutions Board of Directors is comprised of Messrs. Marreel, Hyland, Saltich, Scott Thomas, Jeff Wareham, Van Potter and Brian Cameron.

Certive Solutions Inc. Audit Committee

Certive has established a formal Audit Committee that is Chaired by Mr. Tim Hyland and includes Mr. Jeff Wareham, Director, Mr. Brian Cameron CFO and Director of Certive, and Mr. Tom Marreel, Chairman. The Board of Directors has also established enhanced controls and policies to strengthen the Company's financial management.

Mr. Tom Marreel commented "I am pleased to accept this additional governance role as Chairman of Certive. The Board of Directors and the Audit Committee are now majority independent and highly qualified to represent the best interests of the shareholders. Formalizing the Compensation and Nominating Committee will be completed in the near future. I remain optimistic about the opportunities in the healthcare and public health markets we serve and our ability to execute and create shareholder value."

Certive Health Inc.

Certive Health Inc. is implementing product development, marketing and sales efforts that are resulting in significant growth projections. Reports will be forthcoming on the current on-boarding of a significant new client.

Mr. Brian Cameron has resigned from the board of Certive Health Inc. Mr. Scott Thomas has been named to fill this vacancy. Mr. Thomas also is Director of Certive Solutions. He joins Messrs. Marreel (Chairman), Saltich, Hyland and Van Potter on the Board of Certive Health Inc.

For more information, please visit our website at www.certive.com, or contact Certive directly at 480-922-5327.

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About Certive Solutions Inc.

Certive Solutions Inc. (Scottsdale, Arizona) provides revenue cycle management solutions to the U.S. healthcare market through its wholly owned U.S. operating subsidiary, Certive Health Inc. (Certive Health). Certive Health's claim audit and recovery services, billing services, and software solutions help providers work with payers to efficiently manage the reimbursement process and improve financial performance. Certive Health's highly skilled and experienced management team, combined with proprietary workflow and analytics, audit and identify, and bill and collect, underpayments in accordance with contractual obligations between the public or commercial insurance carrier and the designated provider. The healthcare market is changing. Certive Health works with clients to provide efficient and effective solutions aligned with reform initiatives to improve healthcare and reduce costs.

FORWARD-LOOKING AND OTHER STATEMENTS

This press release contains forward-looking statements. These statements relate to future events or future performance and reflect our expectations and assumptions regarding our growth, financial performance, results of operations, business development activities and business prospects and opportunities. Such forward-looking statements reflect our current beliefs and are based on information currently available to us. In some cases, forward-looking statements can be identified by terminology such as “may”, “would”, “could”, “will”, “should”, “expect”, “plan”, “intend”, “anticipate”, “believe”, “estimate”, “predict”, “potential”, “continue”, or the negative of these terms or other similar expressions concerning matters that are not historical facts.

A number of factors could cause actual events, performance or results, including those in respect of the foregoing items, to differ materially from the events, performance and results discussed in the forward-looking statements. Factors that could cause actual events, performance or results to differ materially from those set forth in the forward-looking statements include, but are not limited to:

- the effect of continuing operating losses on the Company’s ability to obtain, on satisfactory terms, or at all, the capital required to remain a going concern;
- the ability of the Company to attract new customers and to realize its business objectives;
- the ability of the Company to retain its customers and to maintain existing contractual obligations, and to realize revenues from existing contracts;
- the ability of the Company to reduce costs and improve scalability of its operations;
- the ability to obtain sufficient and suitable financing to support operations, development and commercialization of our services;
- the risks associated with the development of our technology;
- the risks associated with the increase in operating costs from additional development costs and increased staff;
- the ability of the Company to execute appropriate strategic growth initiatives including acquisitions;
- the timing and nature of feedback from customers; and
- our ability to successfully compete in our targeted markets.

Although the forward-looking statements contained in this press release are based on what we consider to be reasonable assumptions based on information currently available to us, there can be no assurance that actual events, performance or results will be consistent with these forward-looking statements, and our assumptions may prove to be incorrect. These forward-looking statements are made as of the date of this press release. Forward-looking statements made in this press release are made as of the date of the original document and have not been updated by us except as expressly provided for in this press release. As required by securities legislation applicable to reporting issuers, it is our policy to update, from time to time, forward-looking information in our periodic management discussions and analyses and provide updates on our activities to the public through the filing and dissemination of news releases and material change reports.