



FOR IMMEDIATE RELEASE

July 29, 2019

Certive Announces Divestiture of Subsidiary

Scottsdale, Arizona and Vancouver British Columbia - Certive Solutions Inc. (OTCQB: CTVEF CSE: CBP) (“Certive” or the “Company”), is pleased to announce the following business developments:

Divestiture - Certive has completed the sale of its wholly owned Subsidiary, Knowledge Capital Alliance Inc. (KCA), effective May 31, 2019 to KCA’s President, Fred Erickson. Certive sold all the stock of KCA to Mr. Erickson, which assets includes its proprietary Performance Management Dashboard System licensed to Public Health Agencies. The purchase price of \$1,200,000 includes 900,000 shares of Certive’s Common Stock at a deemed price of \$0.30 per share and monthly payments totaling \$930,000. KCA’s Dashboard revenues for the year ended May 31, 2019 was \$252,000 and was essentially break-even. In the event Mr. Erickson sells KCA before payment of the full purchase price to Certive, Certive is entitled to its full purchase price plus an additional amount depending on his sales price.

Tom Marreel, CEO of Certive commented, “This transaction will allow Certive to increase focus on its core business of revenue integrity for hospitals, onboarding new clients and expanding our suite of services as we strive to dramatically increase revenue growth and bottom-line profitability during fiscal year 2020.”

For more information regarding this announcement, please visit our website at <https://certivehealth.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.