



FOR IMMEDIATE RELEASE

February 28, 2020

Certive Announces Advisory Council Additions and Debt Offering Update

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

Additions to Advisory Council - Certive has recently added three members to its Advisory Council demonstrating its progress towards 1) expanding Certive Health’s relationships with hospital systems throughout the U.S. healthcare market, and 2) providing strategic direction for Certive Health. Certive is proud to announce that the following individuals have agreed to join its Advisory Council:

Sheila H. Schweitzer

Ms. Schweitzer is co-Founder and Managing Partner of Blue Ox Healthcare Partners (BOHCP). BOHCP is a private equity investment firm providing capital to growth stage healthcare companies. Ms. Schweitzer has focused professionally on the revenue cycle management industry in U.S. Healthcare for the past 30 years. In such capacity, Ms. Schweitzer has held numerous founder, leadership, and executive/industry association leadership roles with various companies and organizations which include, but are not limited, PatientMatters, Caremedic, MedUnite, Presideo, and ENVOY. In addition to her executive positions, Ms. Schweitzer has served on the Advisory Board of NDCHealth and as a consultant to Wellpoint Health Networks, Inc., Aetna Insurance, the National Blue Cross Blue Shield Association, and Mysis Inc, among others. Further, Ms. Schweitzer has testified before the U.S. Congress on the standardization of electronic healthcare claims transactions and before the Ministers of Health of the European Union on the topic of electronic transaction processing.

Scott Donaldson

Mr. Donaldson recently retired from his 37-year career with Ernst & Young (EY), one of the largest professional services firms in the world and one of the “Big Four” accounting firms (1981-2018). As a partner and the US Practice Leader for EY’s National Exempt Organization Tax Services, he was responsible for overseeing more than 115 tax professionals who serve nonprofit and government clients, including charitable organizations, health care systems, universities, trade organizations, and foundations. Donaldson, a certified public accountant, received his bachelor’s degree in Accounting and his Master of Accountancy from the W. P. Carey School at Arizona State University. He is the President of the Board of Directors of the Arizona State University Sun Devil Club and was elected to the Alumni Hall of Fame of W.P. Carey School of Business in 2017.

Dr. JJ Linder

Dr. Linder is a graduate of the Washington University School of Medicine in St. Louis, Missouri (1996). He completed his residency at Maricopa Medical Center, Phoenix, AZ (1996-2000). J.J. is Board Certified in Emergency Medicine and trained in Hyperbaric Medicine. Previously he was Associate Clinical Professor Emergency Medicine, Indiana University (2005-2003). J.J. is a former partner in Chandler Emergency Medical Group. He was Medical Director (2004-2008) of Mercy Gilbert Medical Center, Gilbert, AZ and Chairman of the Department of Emergency Medicine (2012-present), as well as Chairman of Emergency Medicine at Chandler Regional Medical Center. Other roles include: Medical Staff President (2018-Present); Member Ethics Committee (2004-2013) CRMC and MGMC; Medical Executive Committee Member at Large CRMC (2008-2012) and Track and Mass Gathering Physician, Phoenix International Raceway (1998-Present).

Close of Offering - Certive is conducting an initial close of its recently announced Convertible Promissory Note Offering. Certive has raised \$630,000 of this Private Placement that is secured by 1/3 of the revenue stream attributed to the previously announced new 6-hospital client in the Northeastern United States, which is currently being onboarded by Certive Health. The Offering consists of US\$1.2 Million of 4-year 12% Convertible Promissory Notes, which are convertible into Common Shares of Certive at US\$0.14/share.

Additional Debt Conversion - Certive is pleased to announce debt conversions by lenders who have elected to convert principal and accrued interest through today of approximately US\$430,800 of the Company's 2-year 8% Convertible Promissory Notes into 7,179,985 Common Shares of Certive at a price of US\$0.06/share.

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, identify, 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 STATEMENTS

Statements contained in this report that are not statements of historical fact are intended to be and are hereby identified as “forward-looking statements” for purposes of the safe harbor provided by the Reform Act. Generally, forward-looking statements include expressed expectations of future events and the assumptions on which the expressed expectations are based. All forward-looking statements are inherently uncertain as they are based on various expectations and assumptions concerning future events and they are subject to numerous known and unknown risks and uncertainties which could cause actual events or results to differ materially from those projected. Due to those uncertainties and risks, the investment community is urged not to place undue reliance on written or oral forward-looking statements of Certive Solutions Inc. The Company undertakes no obligation to update or revise this Safe Harbor Compliance Statement for Forward-Looking Statements (the “Safe Harbor Statement”) to reflect future developments. In addition, Certive undertakes no obligation to update or revise forward-looking statements to reflect changed assumptions, the occurrence of unanticipated events or changes to future operating results over time.