



FOR IMMEDIATE RELEASE

March 10, 2021

Certive Announces New Advisory Council Member

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 a new member to its Advisory Council. Certive’s Advisors are charged with providing strategic guidance, referring business development leads and taking on special projects to assist in achieving Certive’s Goals. Advisors generally have a broad network of other talented and highly competent executives who are available to assist Certive at the right time, for the right purpose. All Advisors are investors in Certive, which illustrates confidence in Certive’s progress toward making inroads and connections throughout the U.S. healthcare market on a national level, with a focus on serving hospitals. Certive is proud to announce that Tim Bricker is now an Advisor.

Mr. Bricker has served as a senior executive in leading hospitals and health systems in the western United States for 25 years. He spent 12 years with Intermountain Healthcare in Salt Lake City, Utah, as both a hospital CEO and as a senior operational leader across the multihospital region. While with Intermountain, Mr. Bricker led the planning and programming for three new greenfield hospitals, including the system’s flagship, Intermountain Medical Center, in Salt Lake City. Mr. Bricker also spent 6 years with Dignity Health in Phoenix, serving as President/CEO for the system’s two acute care hospitals in the East Valley suburbs of Chandler and Gilbert. While with Dignity Health, Mr. Bricker oversaw significant growth initiatives leading to a market share increase of 8% in one of the fastest growing regions of the US. Among these initiatives were the development of a new Level I Trauma Center at Chandler Regional Medical Center, which became the busiest in Maricopa County, and a strategic partnership with Phoenix Children’s Hospital that led to a new children’s facility on the campus of Mercy Gilbert Medical Center. Mr. Bricker also led a patient safety initiative that resulted in a 53% reduction in serious safety events over a two-year period. Most recently, Mr. Bricker served as Regional Chief Executive for MultiCare Health System in Tacoma, WA, where he led significant financial, growth, and operational improvement initiatives across the five-hospitals in the Puget Sound Region. Mr. Bricker has developed several innovative partnership arrangements with physician groups, freestanding emergency department providers, and ambulatory services providers. In addition to his hospital and health system leadership work, Mr. Bricker worked for two years with ECG Management Consultants, a top national healthcare consulting firm based in Seattle. His projects included operational improvement and strategic growth initiatives with community hospitals, academic medical centers, and physician groups nationwide. Mr. Bricker has an undergraduate degree in Public and International Affairs from Princeton University and a Masters in Health Services Administration from the University of Michigan.

Expanded Offering - Certive has expanded its previously announced Offering. Due to increased demand, Certive’s Board of Directors expanded the Offering of a non-brokered Private Placement

that will be secured by the revenue stream attributed to a previously announced new client in Virginia. The Offering now consists of US\$1,000,000 of 4-year 10% Convertible Promissory Notes that shall be repaid from 25% of the net cash collections from that client and three other clients that shall be designated before the end of Certive's fiscal year ending May 31, 2021. These Notes also have a right of conversion into common shares of Certive at US\$0.14/share for the term of the Note. As previously disclosed, the Company continues to report that the CEO and CFO of Certive, Tom Marreel and Tim Hyland, will and have participated in this Offering as continuing validation and confidence in Certive's strategic plan for growth and alignment with all Certive's stakeholders.

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) is currently 100% focused on the operations and value proposition of its wholly owned subsidiary, Certive Health Inc., and its subsidiaries. With identical Board of Directors, Management, Advisory Council, Mission and Vision, Certive Solutions is strategically positioned as a public company. All are investors in the company – all have significant networks. Their collective experience, expertise, and relationships is the people-equity upon which the company was founded. Certive Health's vision is making the \$3.7 trillion healthcare market better by applying its People-Equity and Capital to solutions in the healthcare communities it serves. Certive Health's revenue cycle services and solutions assist hospitals with the complexity of the reimbursement process and improve their financial and quality performance.

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. 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.