

FOR IMMEDIATE RELEASE

July 6, 2023

Certive Announces New Hospital Client

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

New Client – Certive is pleased to announce that its subsidiary, Certive Health Revenue Solutions, ("CHRS") was awarded a contract to provide Lost Charge Recovery ("LCR") services and DRG Review and Revenue Integrity services to a large county hospital in the Midwestern United States. To provide these services, Certive is partnering with a health care company that is a Minority Business Enterprise ("MBE"). Certive intends that an ongoing relationship with this partner should provide further connectivity and opportunities with other health care systems in the region. Certive has continued to focus on leveraging its growing number of Business Development Advisors, and their connectivity with hospital systems around the United States, to expand its sales pipeline.

DRG Review and Revenue Integrity services allow clients to review DRG's (Diagnosis Related Groups) on a real time, pre-bill, basis to determine and enable revenue integrity for Certive's hospital clients.

Certive's Current \$1M Offering Update – Certive's current offering to raise working capital, as recently amended, is a non-brokered private placement raise of \$1,000,000 consisting of 40 - \$25,000 "Units." Each Unit consists of: a) 312,500 shares of the Company's common stock at a deemed value of \$0.08/share; b) 156,250 share purchase warrants to acquire additional common shares of the Company, which are exercisable for two years at \$0.14/share; and c) Funds received under this Offering will accrue simple interest through the Offering's Closing at 10% per annum. Accrued interest will be settled at Closing with additional shares of the Company's common stock at a deemed value of \$0.08/share. During the last 75-days, the Company received \$175,000 of funds intended for this offering. Scott Thomas, Senior Vice President, stated "We are excited that our fundraising efforts are accelerating, Certive is utilizing this capital to expand our relationships, develop new solutions for our clients, and deploy technology driven initiatives in the communities we serve. It is inspiring how supportive our investors have been and the individual efforts they are making to add to Certive's connectivity with new partners and clients."

For more information regarding this announcement, please visit our website at https://certivehealth.com or contact Certive directly at (480) 228-5881.

Scott Thomas

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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, Certive Health Revenue Solutions and Certive Health Compliance Solutions. With identical Board of Directors, Management, Advisory Council, Mission and Vision, Certive Solutions is strategically positioned as a public company. All Advisors and Board Members 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 create new technologies and solutions for the healthcare communities it serves. Certive Health's revenue cycle services assist hospitals with the complexity of the reimbursement process and improve their financial and quality performance. Certive Health's cybersecurity solutions allow health care providers to protect their networks, their data, and their patients from malicious agents and aggressors.

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.