



FOR IMMEDIATE RELEASE

March 5, 2024

Certive Announces Addition to Executive Leadership Team

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

Executive Leadership Team Addition – Certive has added Mr. Terry Newman as its Chief Technology and Security Officer – he will oversee Certive’s ongoing Cybersecurity Division expansion. He most recently served as the Executive Director of Workspace and Security Systems Engineering for CVS Health. Terry spearheaded innovative cybersecurity and technology solutions as a Senior IT Leader and strategic partner for the \$86B Fortune #4 healthcare innovation/health solutions business. This included oversight for a \$120M budget. Terry managed a team comprised of 12 direct and 225 indirect reports. This organization supported engineering, software packaging and delivery for 200,000+ PC/MAC workstations, 100,000+ virtual desktops and 25,000 mobile devices. In addition, his team managed and engineered over 50 enterprise security products and services which included but was not limited to vulnerability management, zero-trust, VPN, Public Key Infrastructure and encryption, data loss prevention, identity and access management, directory services and secure email. Terry is skilled at running hybrid teams with disciplines in client engineering, data center operations, telecommunications, development, database management and cybersecurity teams. He also has extensive experience with mergers and acquisitions.

Tom Marreel, Certive’s CEO, said, “Terry is a great addition to Certive’s Leadership Team. With his more than 30 years of IT experience, he brings a wealth of expertise and a unique skillset to Certive. He has experience understanding and embedding best practices, crafting customized solutions, and delivering strategic leadership and results-oriented outcomes that secure clients and servers. Terry will be an invaluable asset as we move forward with our plans of creating shareholder value, finding aligned technical partners, and expanding our relationship with our Cybersecurity partner, Phoenix-based TechSlayers.”

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 solutions in 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.