



FOR IMMEDIATE RELEASE

July 2, 2024

Certive Provides Update on Cybersecurity Initiatives

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 – As previously announced, Certive added Terry Newman as its Chief Technology and Security Officer – he is overseeing the growth and expansion of Certive’s Cybersecurity Division, Certive Tech. He most recently served as the Executive Director of Workspace and Security Systems Engineering for CVS Health. Terry will be spearheading innovative cybersecurity and technology solutions for Certive Tech. Under Terry’s leadership Certive Tech is focused on empowering businesses with advanced solutions to safeguard digital assets and foster sustainable growth.

Certive Tech – Certive Tech is pleased to announce that it has been retained by a Public Healthcare Company as a consultant to evaluate its policies and procedures, HIPAA breach reporting, and advise the client on its Cybersecurity posture. This engagement will be initially on a consultative basis. Certive Tech has also secured its first ongoing engagement for its vCiso service. This contract will provide recurring revenue going forward and broad exposure for the many cybersecurity services that Terry and the Certive Tech team will provide.

vCISO – Certive Tech’s “Virtual Chief Information Security Officer” (vCISO) offers a cost-effective alternative to hiring full-time cybersecurity expertise or maintaining an internal team. vCISO will allow Certive Tech to provide:

- Strategic Guidance and Risk Management
- Policy Development and Enforcement
- Security Reviews and Ongoing Support
- Vendor and Partner Security Posture Assessment
- Security Audit Support and Oversight
- Cybersecurity Tools Selection and Implementation
- Employee Training for Cybersecurity Awareness

Terry Newman, Certive’s Chief Technology and Security Officer, commented, “This is an exciting time at Certive, we are offering affordable services tailored for small to medium sized companies that don’t have the funding to hire fulltime cybersecurity experts”. Terry brings a wealth of expertise to Certive. He has experience understanding and embedding best practices, crafting customized solutions, delivering strategic leadership and results-oriented outcomes that protect enterprises, bring security awareness and educates their staff.

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

Scott Thomas

Senior Vice President
sthomas@certive.com

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.