FOR IMMEDIATE RELEASE **August 28, 2025**

Certive Health Announces New Board 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 Certive Health Board – Certive has recently added a new member to its Board of Directors for Certive Health, its operating company based in Scottsdale, Arizona. Certive Health's Board Members are charged with providing strategic guidance, referring business development leads and taking on special projects to assist in achieving Certive Health's goals. A Board Member will 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. Certive Health is proud to announce that Jeffrey Hayzlett has been elected to its Board.

Jeffrey Hayzlett is a prominent business executive, author, and media personality known for his expertise in leadership, marketing, and business transformation. He is the Chairman and co-founder of the C-Suite Network, a platform dedicated to supporting C-level executives through networking, content, and professional development opportunities.

Prior to founding the C-Suite Network, Hayzlett served as the Chief Marketing Officer at Eastman Kodak Company, where he played a pivotal role in the company's global marketing strategies. His tenure at Kodak was marked by efforts to revitalize the brand and adapt to the rapidly changing digital landscape.

In addition to his corporate achievements, Hayzlett is a Hall of Fame keynote speaker and the author of several best-selling business books, including: *The Mirror Test*; *Running the Gauntlet*; *Think Big, Act Bigger*; and *The Hero Factor*. He also hosts the business podcast *All Business with Jeffrey Hayzlett* on C-Suite Radio and has appeared as a guest celebrity judge on NBC's *Celebrity Apprentice* for three seasons.

Hayzlett's multifaceted career reflects his commitment to driving business growth and innovation, making him a respected voice in the world of executive leadership and entrepreneurship.

Tom Marreel, Certive's CEO, said, "Jeffrey is a great addition to Certive Health's Board, he will add a depth of expertise and perspective that will help us tackle the opportunities ahead within our targeted markets in healthcare. With over three decades of experience, Hayzlett is a strategic leader with a track record of guiding entrepreneurial ventures."

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

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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.