

January 29, 2024



ZIVO Bioscience Announces Uplisting to OTCQB Market

BLOOMFIELD HILLS, Mich.--(BUSINESS WIRE)-- **Zivo Bioscience, Inc. (OTCQB: ZIVO) (the "Company")**, a biotech/agtech R&D company engaged in the development of therapeutic, medicinal and nutritional product candidates derived from proprietary algal cultures, announces it has uplisted the trading of shares of its common stock from the OTC[®] Pink Market to the OTCQB[®] Venture Market (OTCQB), effective as of the opening of trading on Friday, January 26, 2024. Following this uplisting, ZIVO Bioscience continues to trade under the ticker symbol "ZIVO" and warrants continue to trade under the ticker symbol "ZIVOW".

"In line with our strategic objectives, we have successfully completed the transition of our shares to the OTCQB market. This move is a direct result of our commitment to transparency and our goal to enhance our visibility in the market, and is a step toward listing our shares on a larger, more accessible exchange. The OTCQB market has increased compliance and quality standards, broadens access and may improve liquidity for shareholders. We are confident this step will expand ZIVO Bioscience's visibility and attract a wider range of investors," said John Payne, Chairman and Chief Executive Officer of ZIVO Bioscience.

The OTCQB, operated by OTC Markets Group, Inc., is designed for developing and entrepreneurial companies in the United States and abroad and is committed to providing investors with improved market visibility to enhance trading liquidity. To be eligible for trading on the OTCQB, companies must be current in their financial reporting with the Securities and Exchange Commission ("SEC") or OTC Markets Group, Inc., pass a minimum bid price test, maintain audited financials through a PCAOB registered firm, and undergo company verification and management certification on an annual basis.

The OTCQB is operated by the OTC Markets Group and is recognized by the SEC as an established public market providing data that investors need to analyze, value and trade securities.

About ZIVO Bioscience

ZIVO Bioscience is a research and development company with an intellectual property portfolio comprised of proprietary algal and bacterial strains, biologically active molecules and complexes, production techniques, cultivation techniques and patented or patent pending inventions for applications in human and animal health. Please visit www.zivobioscience.com for more information.

Forward Looking Statements

Except for any historical information, the matters discussed in this press release contain forward-looking statements within the meaning of Section 27A of the Securities Act of 1933 and Section 21E of the Securities Exchange Act of 1934, including with respect to the Company's product candidate's potential to generate revenues and the expected time frame for results of future studies. Words such as "expects," "anticipates," "intends," "plans," "believes," "seeks," "estimates" and similar expressions or variations of such words are intended to identify forward-looking statements. Although ZIVO believes that we have a reasonable basis for each forward-looking statement, we caution you that these statements are based on a combination of facts and factors currently known by us and our expectations of the future, about which we cannot be certain. Our actual future results may be materially different from what we expect due to factors largely outside our control, including risks that our strategic partnerships may not facilitate the commercialization or market acceptance of our products; risks that we will be unable to increase production sufficient to meet our expected demand; risks that our products may not be ready for commercialization in a timely manner or at all; risks that our products will not perform as expected based on results of our pre-clinical and clinical trials; our ability to raise additional funds; uncertainties inherent in the development process of our products; changes in regulatory requirements or decisions of regulatory authorities; the size and growth potential of the markets for our products; the results of clinical trials, our ability to protect our intellectual property rights and other risks, uncertainties and assumptions, including those described under the heading "Risk Factors" in our filings with the Securities and Exchange Commission. These forward-looking statements speak only as of the date of this press release and ZIVO undertakes no obligation to revise or update any forward-looking statements for any reason, even if new information becomes available in the future.

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ZIVO Bioscience

Keith Marchiando, Chief Financial Officer

(248) 452-9866 x130

kmarchiando@zivobioscience.com

LHA Investor Relations

Tirth T. Patel

(212) 201-6614

tpatel@lhai.com

Source: Zivo Bioscience, Inc.