



Euro Asia Pay Partners with i2c to Lay Foundations for U.S. Expansion

Vancouver, BC – January 11, 2022: Euro Asia Pay Holdings Inc. (CSE: EAP) (“**EAP**” or the “**Company**”), a leading fintech solutions provider, is pleased to announce that the Company has partnered with **i2c Inc.**, a leading digital payments and banking technology provider, to establish a footprint for Hero Financials in the United States. Hero Financials is EAP’s full-service alternative-to-banking solution that allows guardians to easily provide funds to their dependents while controlling and monitoring payments and promoting financial literacy for the next generation of consumers.

The Company’s proprietary suite of parental control features complements i2c’s highly customizable “plug-and-play” platform to offer modern payment solutions for individuals and families across the U.S. The product features a mobile application with a built-in budgeting tool, savings function, contactless payments, and security backed by third-party encryption. Transfers are sent in real-time, and funds can be used in-store or online, where users have access to contactless and chip payments.

“Hero Financials was created to support the next generation of consumers as they embark on their financial literacy journey,” commented **Peter MacKay, CEO of EAP**. “We chose i2c as our issuing-processing partner because of their global reach and reputation for highly reliable security features. Their willingness to think outside of the box is a perfect match to bring our vision to life. We look forward to bringing parents peace of mind with an intuitive, secure and modern payment product built with their needs in mind.”

“We are proud to partner with Euro Asia Pay as they empower the next generation to gain financial literacy, practice healthy spending habits, and develop lifelong personal finance skills—safely under the supervision of their guardians,” said **Amir Wain, Founder and CEO of i2c**. “We pride ourselves on working with leaders that are building the financial services experiences of tomorrow, and Hero is a perfect embodiment of how we can use technology to reimagine FinServ and invest in the financial wellness of tomorrow’s consumers.”

About Euro Asia Pay Holdings Inc.

Euro Asia Pay Holdings Inc. is a developer of innovative financial solutions for the next generation of consumers. Its first product, SideKick™, enables parents to transfer, control and monitor payments to their children in a simple, intuitive manner. The product includes a student-facing mobile application, a prepaid student payment card and a parent portal, among other features.

To learn more about EAP’s products and services, visit www.euroasiapay.com.

About i2c Inc.

i2c is a global provider of highly configurable payment and banking solutions. Using i2c’s proprietary “building block” technology, clients can easily create and manage a comprehensive set of solutions for credit, debit, prepaid, lending and more, quickly and cost-effectively. i2c delivers unparalleled flexibility, agility, security and reliability from a single global SaaS platform. Founded in 2001, and headquartered in Silicon Valley, i2c’s next-generation technology supports millions of users in more than 200 countries/territories and across all time zones. For more information, visit www.i2cinc.com and follow the company at @i2cinc.

On Behalf of the Board of Directors

Peter MacKay
Chief Executive Officer & Director

For further information, please contact:

Peter MacKay
Chief Executive Officer & Director
(800) 508-8813
ir@euroasiapay.com

For all media queries, please contact:

Euro Asia Pay Holdings Inc.

Swati Mehta
PR Associates
(403) 804-0768
smehta@prassociates.com

i2c Inc.

Heather Clifton
Chief Marketing Officer
media@i2cinc.com

Forward-Looking Statements

Certain statements in this news release include forward-looking statements or information (collectively “**forward-looking statements**”) within the meaning of applicable Canadian securities legislation. The Company is providing cautionary statements identifying important factors that could cause its actual results to differ materially from those projected in these forward-looking statements. Any statements that express, or involve discussions as to, expectations, beliefs, plans, objectives, assumptions or future events or performance (often, but not always, through the use of words or phrases such as “may”, “anticipates”, “is expected to”, “estimates”, “intends”, “plans”, “projection”, “could”, “vision”, “goals”, “objective” and “outlook”) are not historical facts and may be forward-looking. The Company has based the forward-looking statements largely on its current estimates, assumptions and projections about future events and trends that it believes may affect its business, financial condition and results of operations.

By their nature, forward-looking statements involve numerous assumptions, inherent risks and uncertainties, both general and specific, which contribute to the possibility that the predicted outcomes may not occur or may be delayed. The risks and uncertainties, many of which are beyond the Company’s control, include, but are not limited to: the ability of the Company to establish a market for its products; competitive conditions in the mobile payments industry which could prevent the Company from becoming profitable; the effectiveness and efficiency of advertising and promotional expenditures to generate interest in the Company’s products; dependency on continued growth in the adoption of mobile payment technology; volatility of the market price of the Company’s securities; the inability to secure additional financing; the Company’s intention not to pay dividends; claims, lawsuits and other legal proceedings and challenges; conflicts of interest with directors and management; and other relevant factors.

Factors that could cause the Company’s actual results to differ from the forward-looking statements include its history of losses from operations; technology risks; its ability to obtain the additional financing required to meet long-term goals; its dependence on key personnel, including its executive officers; and uninsured risks. These factors are not exhaustive.

Further, any forward-looking statement speaks only as of the date on which such statement is made, and, except as required by applicable law, the Company undertakes no obligation to update any forward-looking statement to reflect events or circumstances after the date on which such statement is made or to reflect the occurrence of unanticipated events. New factors emerge from time to time, and it is not possible for management to predict all such factors and to assess in advance the impact of each such factor on the

Company's business or the extent to which any factor, or combination of factors, may cause actual results to differ materially from those contained in any forward-looking statement.