

## **Euro Asia Pay Announces Name Change to Hero Innovation Group and Chief Technology Officer Appointment**

**Vancouver, BC – June 7, 2022:** Euro Asia Pay Holdings Inc. (CSE: EAP) (the “**Company**”), a Vancouver-based fintech solutions provider, is pleased to announce that the Company has changed its corporate name to “**Hero Innovation Group Inc.**” In connection with the name change, the Company's trading symbol on the Canadian Securities Exchange will change from “EAP” to “**HRO**”.

The Company expects its common shares to commence trading under the new name and symbol on or about June 10, 2022. The new ISIN and CUSIP associated with the common shares are CA42771M1005 and 42771M100, respectively.

The name change reflects the Company's growth and innovation towards delivering innovative financial solutions for the next generation of consumers whose parents demand safety, security and peace of mind while promoting financial literacy for the future. Since its start in 2017, the Company has been continually diversifying its products and services to address specific unmet needs of the youth demographic. At the same time, it is delivering a unique service to the North American market with its flagship brands - Hero Financials & SideKick™.

“Our company is at the forefront of fintech innovation,” said Peter MacKay, CEO of Hero Innovation Group. “Hero is the new name, but our mission and purpose of empowering the younger generation of consumers with meaningful tools as they embark on their financial independence journey remain the same.”

The Company is also pleased to announce the appointment of Markus Westerholz as its Chief Technology Officer. Mr. Westerholz brings over 20 years of experience in software development to the team. He is passionate about designing highly scalable, well maintainable systems, building strong, self-reliant teams and creating efficient work processes to tie it all together. A former CTO of Venzee Technologies, Markus has built and led teams that have delivered successful solutions for a wide range of industries, such as asset management for gaming, heavy industry cost calculation systems, cloud-based solutions for digital asset management and modern supply chain challenges.

Markus has received various certifications from the British Columbia Institute of Technology's Computer Science Program and Cloud Vendors such as AWS.

### **About Hero Innovation Group Inc.**

Hero Innovation Group Inc. (formerly, Euro Asia Pay Holdings Inc.) is a developer of innovative financial solutions for the next generation of consumers. Through its flagship product, SideKick™, introduced in 2018, the company identified unmet needs in the market within specific demographics, such as international students in Canada, and delivered a product to address those needs. Hero Financials, the Company's latest product, is targeted at parents, kids and young adults across Canada. With financial literacy at the forefront of the company's values and a plethora of advanced proprietary technology features, Hero Financials prepares kids to become financially smart adults through a variety of financial literacy tools.

To learn more about Hero Group's products and services, visit [www.heroinnovationgroup.com](http://www.heroinnovationgroup.com).

On Behalf of the Board of Directors

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**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.