



Hero Innovation Group Announces Appointment of Directors and Change of Officers

VANCOUVER, BC – February 9, 2023 – Hero Innovation Group Inc. (“**Hero**” or the “**Company**”) (CSE: HRO) is pleased to announce that it has granted 2,800,000 stock options (each, a “**Option**”) to certain directors, officers, employees and consultants of the Company for the purchase of up to 2,800,000 shares in the capital of the Company (each, a “**Share**”). Each Option vested immediately and is exercisable for a period of five (5) years at an exercise price of \$0.18 per Share.

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 largest 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.

On behalf of the Board of Directors
Mao Sun
CEO and Director

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