

## **Hero Innovation Group Announces Changes of Officers and Directors**

VANCOUVER, BC – April 5, 2024 – Hero Innovation Group Inc. (“**Hero**” or the “**Company**”) (CSE: HRO) is pleased to announce that it has appointed Jason Chen, a current director of the Company, as interim Chief Executive Officer of the Company, effective April 3, 2024. Mr. Chen has assumed the role of interim Chief Executive Officer as Mao Sun has decided to explore other business opportunities. Mr. Sun will remain on the board of directors of the Company. The Company wishes to thank Mr. Sun for his significant contributions in leading the Company.

The Company also announces that David Strebinger has resigned as a director of the Company, effective April 1, 2024. The Company is currently seeking suitable candidate for appointment to the Board to fill the vacancy. The Company wishes to thank Mr. Strebinger for his dedication and service to the Company.

### **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’s products and services, please visit [www.heroinnovationgroup.com](http://www.heroinnovationgroup.com).

On behalf of the Board of Directors  
Mao Sun  
Director

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