

Hero Innovation Group Announces Changes of Officers

VANCOUVER, BC – September 10th, 2024 – Hero Innovation Group Inc. (“Hero” or the “Company”) (CSE: HRO) is pleased to announce the appointment of Morris Chen as interim Chief Executive Officer, effective September 10th, 2024. Mr. Chen steps into this role following Jason Chen’s decision to pursue other business ventures. Jason Chen will continue to serve on the Company’s board of directors. The Company extends its gratitude to Mr. Chen for his substantial contributions during his tenure as Interim Chief Executive Officer.

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.

On behalf of the Board of Directors
Jason Chen
Director

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