

Hero Innovation Group Announces Changes of Officers and Directors

VANCOUVER, BC – December 3, 2024 – Hero Innovation Group Inc. (“**Hero**” or the “**Company**”) (CSE: HRO) is pleased to announce that it has appointed Tai Jiang and Hong Yuan to the Company’s Board of Directors, in place of Wei Shao who has resigned as the director. The Company also appointed Tai Jiang, as Chief Executive Officer of the Company in place of Morris Chen, who has stepped down as Chief Executive Officer and Kuen Lau as the Chief Financial Officer in place of Kevin Chen, who has resigned as Chief Financial Officer. The Company wishes to thank Messrs. Chen for their significant contributions in leading the Company.

Tai Jiang

Mr. Jiang is a globally-minded entrepreneur and seasoned investor with 30 years of experience in finance and capital markets. With a strong track record in global investments and expertise in both primary and secondary markets, Mr. Jiang excels in macroeconomic analysis, data-driven insights, industry research, risk management, and quantitative investment strategies.

Mr. Jiang brings a deep understanding of emerging technologies in Web 3.0 era, including blockchain, cryptocurrency, AI applications, and the transformative potential of AR/VR in shaping the metaverse. His unique insights and hands-on experience position him as a leader in navigating these dynamic fields.

Hong Yuan

Mr. Yuan is currently serving as the Director & CEO of a major investment company in Canada, Chairman of a Canadian fund company, and Chairman of a diversified group company in Canada.

With over 20 years of experience as a senior executive, Mr. Yuan specializes in information management, investment, and entrepreneurship. He excels in business model design, cross-industry consulting, and the managing cross-border corporate operations.

Mr. Yuan is a strong advocate for integrity and pragmatism. He is committed to building a positive new image for the Chinese community and dedicates himself to supporting new Chinese immigrants in integrating into local life, finding employment, and starting businesses.

Kuen Lau

Ms. Lau has over 20 years of experience in senior financial executive roles, she has extensive experience in assurance practice, financial reporting, internal control sectors and tax planning.

Ms. Lau began her career as an auditor with one of the Big Four professional service firms and provided professional services for certain amounts of listed companies in Hong Kong. Ms. Lau is a fellow member of ACCA, HKICPA and Taxation Institution of Hong Kong.

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

Mao Sun

Director

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