Everyday People Financial Announces Voting Results of its Annual and Special Meeting of Shareholders and Annual Approval of its Omnibus Share Incentive Plan

Edmonton, Alberta -- (Newsfile Corp. – July 31, 2023) – Everyday People Financial Corp. (TSX-V: EPF) ("Everyday People" or the "Company"), a Canadian-based financial services company, is pleased to announce the voting results at its annual and special meeting of its shareholders held virtually on Friday, July 28, 2023 (the "Meeting"). The results of each of the matter voted upon at the Meeting, as described in the Notice of Annual Meeting of Shareholders and Management Information Circular dated June 20, 2023 (the "Circular"), were approved as follows:

Election of Directors

The following seven director nominees were elected as directors of the Company to hold office until the close of the next annual meeting of shareholders of the Company or until his or her successor is duly elected or appointed:

Nitin Kaushal
Robert Pollock
Barret Reykdal
Gordon Reykdal
David Robinson
Scott Sinclair
Amy ter Haar

Amendment and Appointment of Independent Auditor

Effective January 1, 2023, RSM Alberta LLP changed its name to RSM Canada LLP. Shareholder approval was received at the Meeting to amend the name of RSM Alberta LLP to RSM Canada LLP. RSM Canada LLP was reappointed to serve as the Company's auditor until the next annual meeting of shareholders of the Company, or until a successor is otherwise appointed.

Annual Approval of Omnibus Share Incentive Plan

The Company's Omnibus Share Incentive Plan (the "Plan") provides for the grant of options ("**Options**"), restricted share units ("**RSUs**"), performance share units ("**PSUs**" and together with the RSUs, "**Share Units**") and deferred share units ("**DSUs**" and together with the Options and Share Units, "**Awards**"). The Plan includes a "rolling" stock option plan component that sets the maximum number of common shares in the capital of the Company ("Common Shares") reserved for issuance, in the aggregate, pursuant to the exercise of Options granted thereunder, together with the number of Common Shares reserved for issuance pursuant to the settlement of Share Units and DSUs granted under the Plan and the number of Common Shares reserved for issuance pursuant to any other security based compensation arrangement of the Company, at 10% of the number of Common Shares issued and outstanding on a non-diluted basis from time to time. In addition, the Plan sets the maximum number of Common Shares reserved for issuance, in the aggregate, pursuant to the settlement of Share Units and DSUs granted under the Plan at 5,000,000

Common Shares. the Company's Plan was approved by a majority of disinterested shareholders of the Company. The Plan is subject to final approval of the TSX Venture Exchange. The annual approval of

About Everyday People Financial Corp.

Everyday People is a financial services company founded on the belief that everyone deserves access to affordable credit and the opportunity for homeownership. Through its technology driven ecosystem and specialty credit solutions, the company manages credit and prepaid card programs, homeownership facilitation and payment management services. The company's mission is to help their clients be their best financial selves with credit products and services that help everyday people add value to their everyday lives.

For more information visit: www.everydaypeoplefinancial.com.

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Cautionary Note Regarding Forward-Looking Statements

This news release includes certain "forward-looking statements" or "forward-looking information" (collectively referred to hereafter as "forward-looking statements") under applicable Canadian securities legislation. Forward-looking statements include, but are not limited to, timing for receipt of required third party and regulatory approvals, including the acceptance of the Exchange, and the business, plans and operations of the Company. Such factors include, but are not limited to, the timely receipt of all required third party and regulatory approvals, including the acceptance of the Exchange, as well as other risks and uncertainties, including in documents filed by the Company on SEDAR+ at www.sedarplus.ca. There can be no assurance that such statements will prove to be accurate, as actual results and future events could differ materially from those anticipated in such statements. Accordingly, readers should not place undue reliance on forward-looking statements. The Company disclaims any intention or obligation to update or revise any forward-looking statements, whether as a result of new information, future events or otherwise, except as required by law.

Neither TSX Venture Exchange nor its Regulation Services Provider (as that term is defined in the policies of the TSX Venture Exchange) accepts responsibility for the adequacy or accuracy of this release.