Everyday People Financial Announces Change in Financial Year-End

Edmonton, Alberta -- (Newsfile Corp. – November 17, 2022) – Everyday People Financial Corp. (**TSXV: EPF**) ("**Everyday People**" or the "**Company**"), a financial technology and consumer financing company, is pleased to announce a change in financial year-end from September 30 to December 31. This change will align the financial year-end of the Company with that of all entities in its corporate group following completion of the reverse takeover transaction with Everyday People Financial Inc. on August 31, 2022 (the "**Transaction**"). In connection with the completion of the Transaction, the Company's financial year-end was initially changed to September 30, being the financial year-end of Everyday People Financial Inc. prior to completion of the Transaction. With this change, the Company's current financial year will end December 31, 2022. The notice of change in year-end required under National Instrument 51-102 – *Continuous Disclosure Obligations* will be filed under the Company's SEDAR profile at www.sedar.com.

About Everyday People Financial Corp.

Everyday People is a financial technology and consumer financing company founded on the belief that everyone deserves access to credit, instant payments and the opportunity for homeownership. Through our technology driven ecosystem, our alternative and specialty credit financing programs offer credit and payment cards, prepaid card programs, homeownership facilitation, consumer lending, and payment management services. Our mission is to help our clients be their best financial selves and our goal is to offer the kinds of credit products and services that help everyday people add extraordinary 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, statements with respect to the business, plans and operations of the Company. Forward-looking statements are necessarily based upon a number of estimates and assumptions that, while considered reasonable, are subject to known and unknown risks, uncertainties and other factors which may cause the actual results and future events to differ materially from those expressed or implied by such forward-looking statements. Such factors include, but are not limited to, expectations and assumptions concerning the Company as well as other risks and uncertainties, including those described in the filing statement of the Company dated July 27, 2022, which is available on SEDAR at www.sedar.com. 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.*