



Everyday People Financial Announces Appointment of Gordon Reykdal as Executive Chairman

Edmonton, Alberta -- (Newsfile Corp. – April 3, 2023) – **Everyday People Financial Corp. (TSX-V: EPF)** ("**Everyday People**" or the "**Company**"), a Canadian-based financial services company, is pleased to announce the appointment of Gordon Reykdal as Executive Chairman of the Board of Directors of the Company, effective immediately. Prior to the appointment, Mr. Reykdal had been serving in the capacity of Chief Strategy Officer of the Company. Mr. Reykdal will succeed Remo Mancini, who is retiring from the Board of Directors after having been a director and Chairman of the Board of Directors since Everyday People went public in 2022, and prior thereto, a consultant to the Company in 2021. Mr. Mancini will continue working with the Company in the role of Chairman of EP Homes, a division of Everyday People.

"As Everyday People continues to strengthen its position in the market, we are looking forward to leveraging the expertise and deep industry knowledge that Gordon will bring to the role of Executive Chairman," said Barret Reykdal, CEO of Everyday People. "His contributions to date as the Company's Chief Strategy Officer have been invaluable, evidenced by his 38-years in the consumer financial services sector. We look forward to Gordon's continued contribution of leadership, guidance, and deep understanding of our industry. I would also like to take this opportunity to sincerely thank Remo for his professionalism, tireless work and dedication over the last few years and I look forward to continuing our close working relationship."

"I am honored to be appointed as Executive Chairman as it will provide me with the opportunity to make strategic decisions and recommendations that will strengthen our growth trajectory," said Mr. Reykdal. "I look forward to working closely with the Board of Directors to execute on the Company's vision and deliver value to all of our shareholders."

The Company wishes to thank Remo Mancini for his dedication and guidance over the last two years and looks forward to his continued leadership and contributions to the growth and success of EP Homes.

"It has been a privilege to work alongside Gordon these past two years," said Mancini. "He is the right person to serve as Executive Chairman of the Company moving forward, and I am confident that he will make a positive and significant impact during our next phase of growth."

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 offers credit and prepaid card programs, homeownership facilitation and payment management services. The Company's mission is to help its 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, 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.

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