Investor Presentation

September 2017

Forward Looking Statements & Other Disclosure Matters

Forward-Looking Statements - This presentation contains forward-looking statements within the meaning of the federal securities laws, including but not limited to, the Private Securities Litigation Reform Act of 1995 that involve risks and uncertainties. Such forward-looking statements include information concerning the Company's future financial performance, business strategy, plans, goals and objectives. Statements containing the words "anticipate," "believe," "could," "estimate," "expect," "intend," "may," "plan," "project," "should," "predict," "will", "potential" or the negative of such terms or other similar expressions are generally forward-looking in nature and not historical facts. Such forward-looking statements are based on our current expectations. We can give no assurance that such statements will prove to be correct, and actual results may differ materially. A wide variety of potential risks, uncertainties, and other factors could materially affect the our ability to achieve the results either expressed or implied by our forward-looking statements including, but not limited to: general economic conditions impacting our customers or potential customers; our ability to execute periodic securitizations of future originated customer loans on favorable terms; our ability to continue existing customer financing programs or to offer new customer financing programs; changes in the delinquency status of our credit portfolio; unfavorable developments in ongoing litigation; increased regulatory oversight; higher than anticipated net charge-offs in the credit portfolio; the success of our planned opening of new stores; technological and market developments and sales trends for our major product offerings; our ability to manage effectively the selection of our major product offerings; our ability to protect against cyber-attacks or data security breaches and to protect the integrity and security of individually identifiable data of our customers and employees; our ability to fund our operations, capital expenditures, debt repayment and expansion from cash flows from operations, borrowings from our revolving credit facility, and proceeds from accessing debt or equity markets; and other risks detailed Part I, Item IA, Risk Factors, in our Annual Report on Form 10-K for the fiscal year ended January 31, 2017 and other reports filed with the SEC. If one or more of these or other risks or uncertainties materialize (or the consequences of such a development changes), or should our underlying assumptions prove incorrect, actual outcomes may vary materially from those reflected in our forward-looking statements. You are cautioned not to place undue reliance on these forward-looking statements, which speak only as of the date of this presentation. We disclaim any intention or obligation to update publicly or revise such statements, whether as a result of new information, future events or otherwise, or to provide periodic updates or guidance. All forward-looking statements attributable to us, or to persons acting on our behalf, are expressly qualified in their entirety by these cautionary statements.

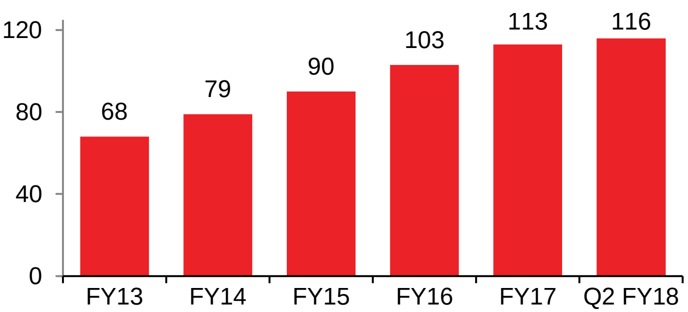
Non-GAAP Measures - To supplement financial measures that are prepared and presented in accordance with accounting principles generally accepted in the United States of America ("GAAP"), we may also provide adjusted non-GAAP financial measures. These non-GAAP financial measures are not meant to be considered as a substitute for comparable GAAP measures but should be considered in addition to results presented in accordance with GAAP, and are intended to provide additional insight into our operations and the factors and trends affecting the business. Management believes these non-GAAP financial measures are useful to financial statement readers because (1) they allow for additional transparency with respect to key metrics we use in our financial and operational decision making and (2) they are used by some of our institutional investors and the analyst community to help them analyze our operating results.

Conn's, Inc. Overview

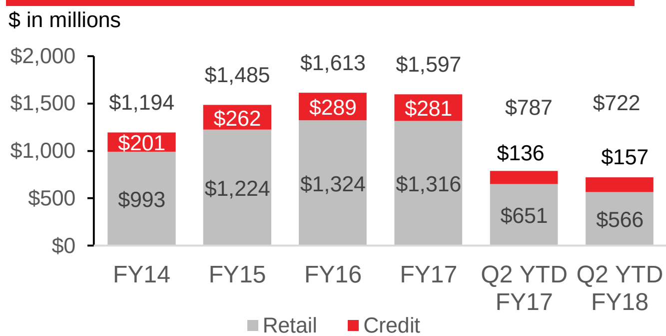
Conn's is a specialty retailer of durable consumer goods and provider of financing solutions to credit-constrained consumers

- Headquartered in The Woodlands, TX
- Conn's has corporate ratings of B1/B (Moody's/S&P)
- Approximately 4,300 employees and operates 116 retail locations in Texas, Alabama, Arizona, Colorado, Georgia, Louisiana, Mississippi, Nevada, New Mexico, Oklahoma, North Carolina, South Carolina, Tennessee and Virginia
- Conn's core customer demographic represents under-served consumers that typically have credit scores between 550 and 650 and who usually have limited financing options
  - These customers typically earn $25,000-$60,000 in annual income, live in densely populated and mature neighborhoods, and usually shop to replace older household goods with newer items
- Conn's operates through two segments, retail and credit, and provides the opportunity to purchase high quality premium brand products across four primary categories: furniture and mattresses, appliances, electronics, and home office goods
  - Strategy is to drive repeat business at the retail level through unique retail and credit offering
- Conn's product selection is focused on higher priced, large ticket items (e.g. bedroom sets, mattresses, refrigerators, and televisions) which generate higher margins and typically require some form of customer financing
- Conn's financed approximately 72% of customer transactions through its in-house financing program during Q2 YTD FY18

Historical Store Growth



Historical Revenues



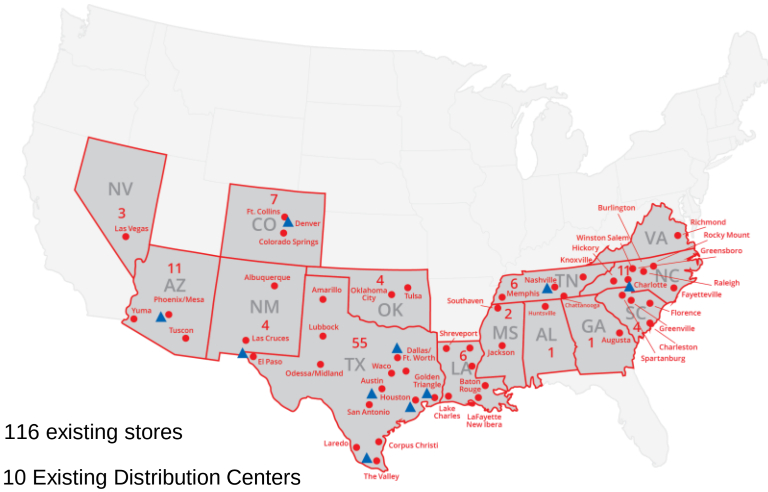
Balance Sheet

$ in millions	As of July 31, 2017
Receivable, net	$1,246.1
Total Assets	$1,875.1
Total Debt	$1,061.6
Total Liabilities	$1,349.8
Total Equity	$525.3

Retail Overview

Retail Segment

- Conn's operates 116 retail stores across 14 states with 10 new stores opened in FY17 and 3 new stores opened in FY18 leveraging existing infrastructure, advertising and distribution centers
- The stores are located in areas densely populated by Conn's core customer demographic and range in size from 30,000-50,000 square feet; stores deliver annual sales of $11.5 million on average per location [(1)]
- Conn's offers a high level of customer service through a trained and motivated commission-based sales force as well as quick delivery and installation, and product repair or replacement services



116 existing stores

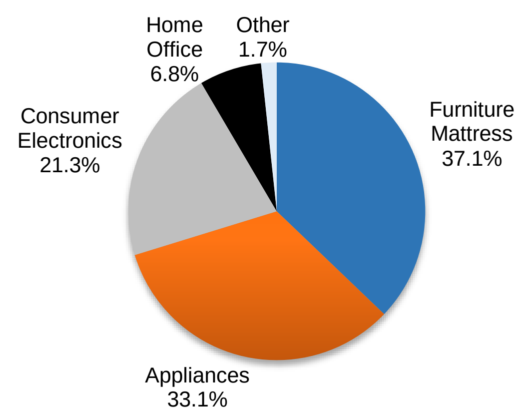
10 Existing Distribution Centers

High Quality Brands

Home Appliance	Furniture	Mattress	Consumer Electronics	Home Office

~2,300 quality branded products from ~200 manufacturers

Retail Product Mix Q2 YTD FY18

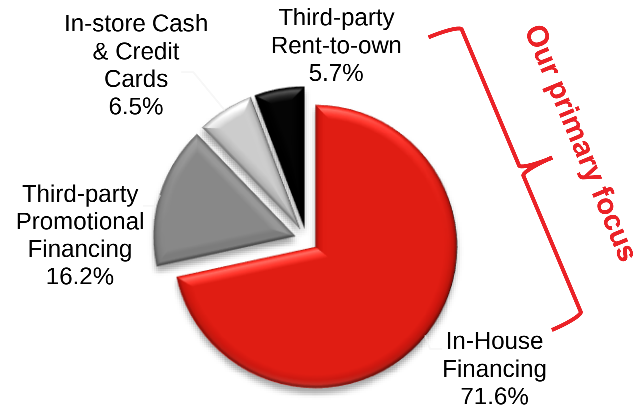


[(1)] For locations open 12 months as of July 31, 2017

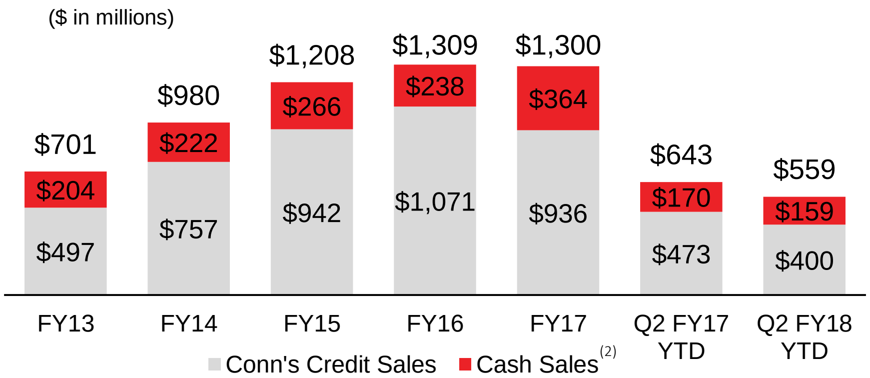
Credit Program Overview

- Offering in-house credit for over 50 years
  - Provides solid foundation for underwriting decisions
  - Proven through multiple business cycles and a deep recession
- Credit decisioning and collection operations are independent of retail operations
- Simple, secured installment contracts
- Consumer receivables secured by long-lived products that customers consider integral to their everyday lives

Q2 YTD FY18 Method of Payment



Total Retail Sales [1] Financed



(1) Conn's credit sales includes Product Sales and Repair Service Agreement ("RSA") commissions, excludes Service Revenues and FC&O related to retail segment
(2) In addition to cash sales, Conn's receives timely cash payments for credit card, third-party financing and lease-to-own business

Conn's HomePlus

Providing Credit for a Wide Range of Consumers

Credit Score

Q2 FY2018: 17% of Sales

synchrony FINANCIAL

Readily Available Revolving and Promotional Credit

Conn's Core Customer – Limited Available Credit

Q2 FY2018: 4% of Sales (1)

LEASE TO OWN SOLUTION

Monthly Lease-to-Own

Lease-to-Own

Payday Lending

Q2 FY2018: 73% of Sales	
• Prime Cutoff Score	630-650
• Average Credit Score of Sales Financed	609
• Average Customer Income for Sales Financed	$ 42,300
• Originations to customer with limited access to revolving credit and limited disposable income	

Note: Credit scores exclude non-scored accounts

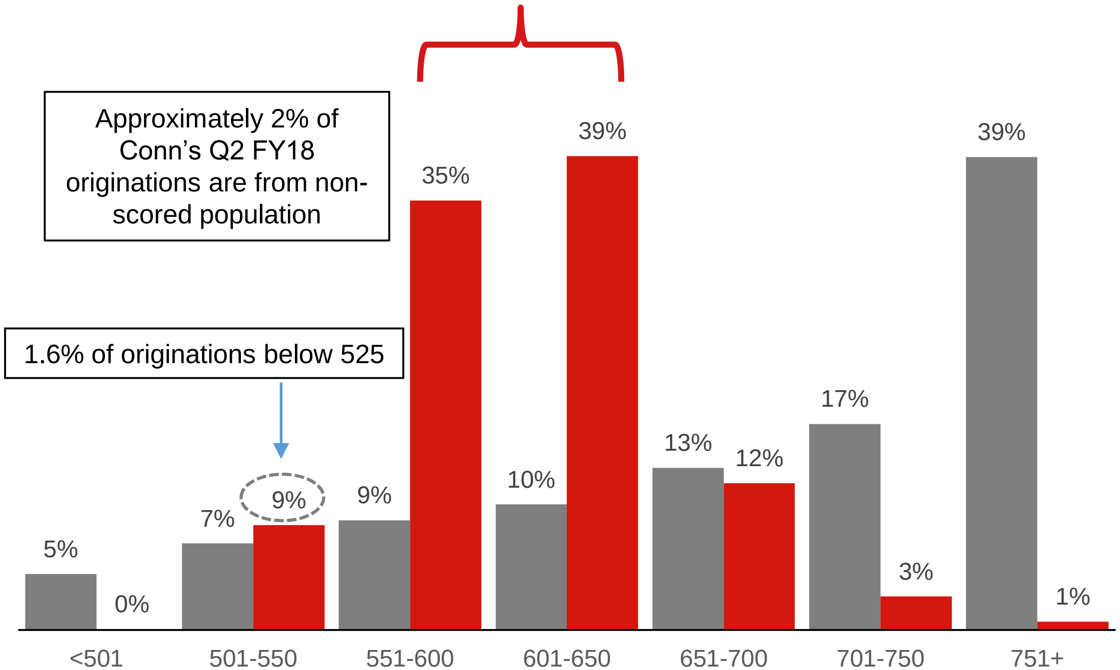
(1) Progressive Leasing is our current lease-to-own partner

Conn's HomePlus

Core Customer Base

Conn's Core Customer

Consumers with FICO scores between 550 and 650



Conn's Origination Credit Score as % of Q2 FY18 Scored Originations (1)

National Credit Score as % of US Population (2)

Lifestyle of a Conn's Target Customer

- The best of life is in the home
- Entertainment outside of the home is often cost prohibitive
- Average American watches 35 hours of television per week
- Difficult to acquire quality products to improve life in the home

Core customer market makes up approximately 1/5 of the US population

(1) Conn's credit score distribution based on credit score of originations for three months ended July 31, 2017
(2) National credit score distribution as of April 2016 (Source is FICO)

Conn’s Strong Value Proposition

- Premium shopping experience
- Competitively priced assortment of high-quality, aspirational products
- EDLC – “Every Day Low Cost” for our customer
- Low-cost, low-risk source of financing for our core customer
- Next-day delivery and after sale repair service

TOP BRAND NAMES

We carry the top name brands you know and trust, plus the newest styles and the latest technology.

You Deserve It.

LOW PRICE GUARANTEE

If you find the same item advertised in the weekly print ad at an established retailer (excluding Internet-only competitors) within 30 days of your purchase, we'll match it. No questions, no hassles. It's that easy.

You Deserve It.

YES MONEY® FINANCING

Whether you've got bad credit, no credit, even if you've been turned down other places, we say "YES"! That's because we finance you with our own **YES MONEY**!

You Deserve It.

Comparison of Value Proposition

Example of $2,000 Purchase in Texas

Monthly Payment	
Conn's in-house financing [1]	$85
National rent-to-own provider A [2]	$168
National rent-to-own provider B [3]	$249
CSO payday installment loan provider [4]	$909

Total Payments		***Relative Price***
Conn's in-house financing [1]	$3,056	--
National rent-to-own provider A [2]	$5,865	1.9x
National rent-to-own provider B [3]	$6,213	2.0x
CSO payday installment loan provider [4]	$4,549	1.5x

Other Potential Sources of Financing

- Short-term payday lending
- Subprime credit card – limited availability, low balance, high fees
- My Best Buy Visa purchase variable APR is up to 28.99%; Amazon.com Store card standard variable purchase APR is 26.99% [5] FICO scores for these cards are typically 650 or higher

(1) Assumes 36-month term and no down payment
(2) Assumes 34-month term and $153 initial payment
(3) Assumes 24-month term and $249 initial payment
(4) Assumes 5-month term and no down payment; includes interest and CSO fees; without auto payment
(5) Source www.bestbuy.com and www.amazon.com

Evolution of Conn's Business

	2011 - 2014	Late 2015 - Current
Management Team	▪ Retail focused leadership team	▪ Integrated new leadership team members including CEO, CFO, COO-Retail, CCO, GC, CAO, CHRO, and others
Core Customer	▪ Began to focus on lower-income customer	▪ Continue focus on core customers with improved underwriting sophistication
Merchandise Offering	▪ Increased furniture & mattress offerings ▪ Exited most products less than $300	▪ Continue focus on quality, branded products to improve operating performance ▪ Invested additional capital to expand existing stores to accommodate these offerings
Retail Pricing Strategy	▪ Competitive pricing - promotional but not everyday low pricing	▪ Maintain competitive pricing
Credit Underwriting	▪ Implemented new underwriting model developed with assistance from FICO in 2013	▪ Implement new and upgraded underwriting models ▪ Continue to review and enhance underwriting standards to improve overall credit results
Servicing & Collections	▪ Charge off accounts when over 209 days due ▪ Limit re-aging (no accounts can be re-aged more than a total of 12 months over life)	▪ Enhanced leadership talent ▪ Enhanced back-up servicing arrangement
Yield	▪ WA APR ranging low 20s – mid 20s ▪ Increased use of no-interest programs to drive sales	▪ Implementing loan program changes to increase portfolio yields across most states ▪ Reducing use of no-interest programs
Store Base	▪ Extensive remodeling program – nearly all stores in new format at end of FY16 ▪ Closed 24 stores since FY12	▪ Opened ten new stores in FY17 ▪ For FY18, Conn's has opened three new locations with no additional locations planned for FY18

Conn's HomePlus

FY18 - Strategic Priorities

Retail Segment Strategic Priorities

Start Improving Same Store Sales Performance; Continue to Increase Retail Margins

- Optimize mix of quality, branded products and reduce warehouse, delivery and transportation costs
- Maximize significant opportunity with new lease-to-own partner, Progressive Leasing
- Opened only three new stores in FY2018
- Maintain focus on cost control of SG&A

Credit Segment Strategic Priorities

Continue to Improve All Three Critical Drivers of the Credit Business

- **Yield -** LA direct loan product implemented in March, with additional states planned for FY18
- **Losses -** continue to enhance our underwriting model and focus on collection performance to reduce delinquency and charge offs
- **Cost of Funds -** reduce cost of funds on ABS program through successful execution and performance

Second Quarter FY18 - Highlights

Financial Performance	**Successful execution of our strategy results in return to profitability** ○ $16.2 million year-over-year increase in net income to $4.3 million ○ Adjusted non-GAAP EPS of $0.26 compared to ($0.04) for Q2 FY17 ○ $8.2 million year-over-year reduction in SG&A expense
Retail Segment	**Strong retail performance delivering record retail gross margin** ○ 270 bps year-over-year increase in retail gross margin to a record 39.8% ○ Furniture and mattress sales mix is 36.7% increasing 590 bps from Q2 FY15 ○ Disciplined spend contributed to 7.3% reduction in SG&A, offsetting higher occupancy costs from new stores
Credit Segment	**Credit transformation gains momentum as we deliver our credit strategy** ○ 610 bps increase in weighted average origination rate to 27.5% in Q2 FY18 from 21.4% in Q2 FY17 ○ Lower year-over-year first pay defaults and delinquency on originations from July FY17 - February FY18 ○ $10.8 million year-over-year decrease in provision for bad debts
Capital Structure	**Additional access to capital and lower interest expense** ○ New warehouse facility put into place August 15th ○ Redeemed outstanding 2016-A Class B and C notes ○ Interest expense in Q2 FY18 decreased $4.1 million or 17.0% from last year

Conn's HomePlus

Retail Review

Differentiated Retail Strategy

Conn's unique business model provides it with critical competitive advantages

- Approximately 70% of product sales are derived from larger durable home goods (furniture, mattresses and appliances)
  - Customers typically like to view and touch in person
- Next day delivery and in-house aftermarket repair service
- Focus on core subprime customer
  - Allow customers to make aspirational home product purchases
  - Affordable payment options via Conn's in-house credit or other third party financing solutions

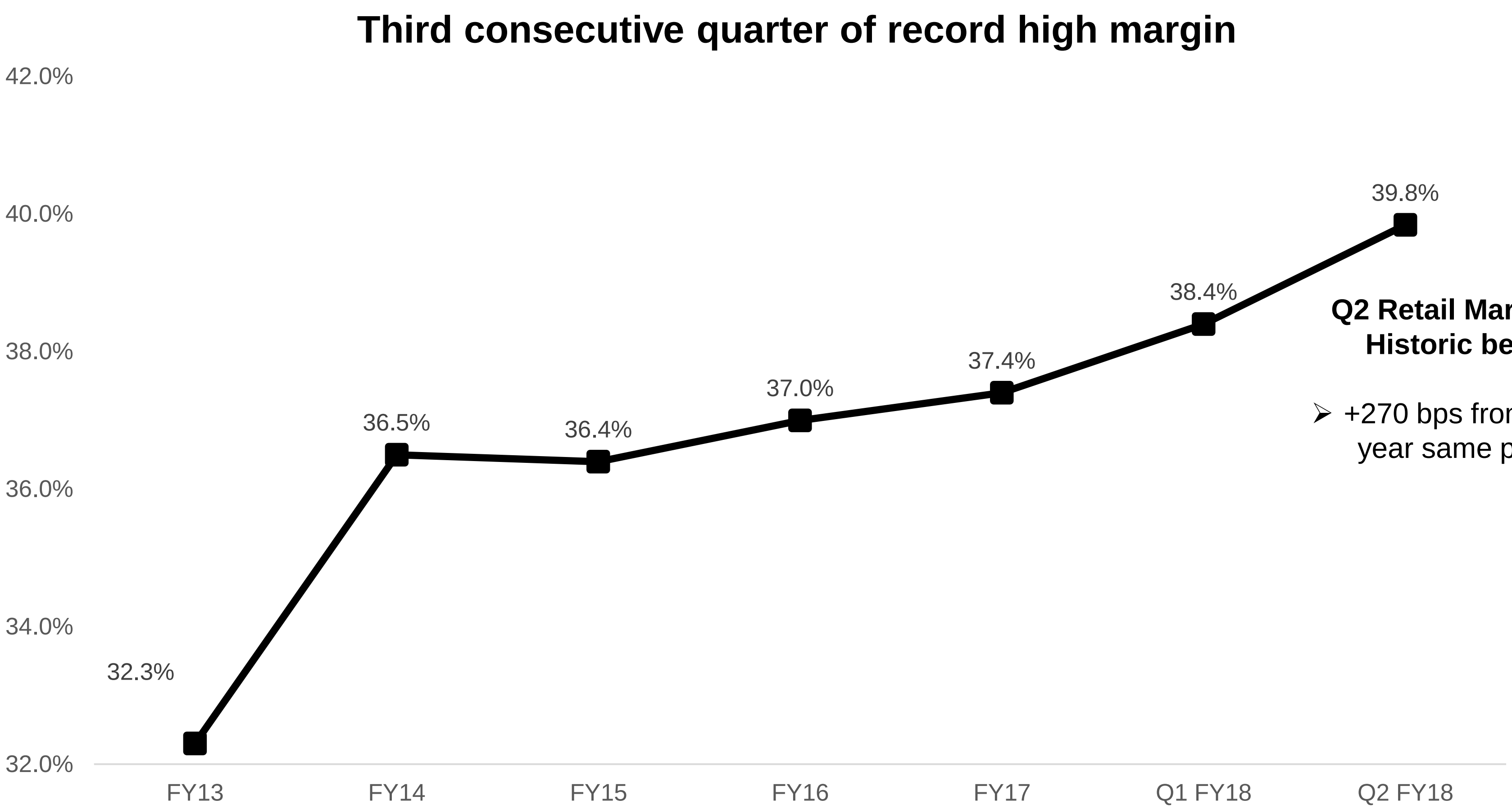
Retail Segment Overview

- Total sales declined -13.7% in Q2 FY18, with same store sales down -15.1% impacted by underwriting refinements made last year, and general consumer softness along with declining traffic from our core customer as immigration worries weigh on Hispanic spending
- Retail margin in Q2 FY18 was 39.8%, increasing 270 bps from prior year Q2 rate of 37.1%
  - Driven by improved product margins, favorable product mix and lower warehouse, delivery and transportation expenses due to increased efficiencies
- Retail SG&A was $6.2 million favorable to prior year, with cost reductions offsetting the higher occupancy costs from new stores
- Retail operating margin in Q2 FY18 was 10.9% versus 10.7% in the prior year

Retail segment continues to be very profitable

Conn's HomePlus

Retail Margin



Q2 Retail Margins Historic best

- +270 bps from prior year same period

Product Sales and Margin Mix

	Same Store Sales (1)	Total Sales	Q2 Product Mix		Q2 Gross Profit Mix	
	Q2	Q2	FY18	FY17	FY18	FY17
Furniture and Mattress	-12.8%	-9.7%	36.7%	35.2%	51.3%	49.2%
Home Appliance	-13.7%	-12.1%	34.3%	33.8%	27.0%	25.0%
Consumer Electronics	-19.5%	-19.5%	20.4%	21.9%	17.3%	17.3%
Home Office	-17.6%	-17.7%	6.9%	7.2%	3.6%	3.5%
Other (2)	-17.7%	-18.0%	1.7%	1.8%	0.8%	4.9%
Product sales	**-15.0%**	**-13.4%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**
Repair Service Agreement commissions	-15.7%	-16.9%				
Service		-16.8%				
Total net sales	**-15.1%**	**-13.7%**				

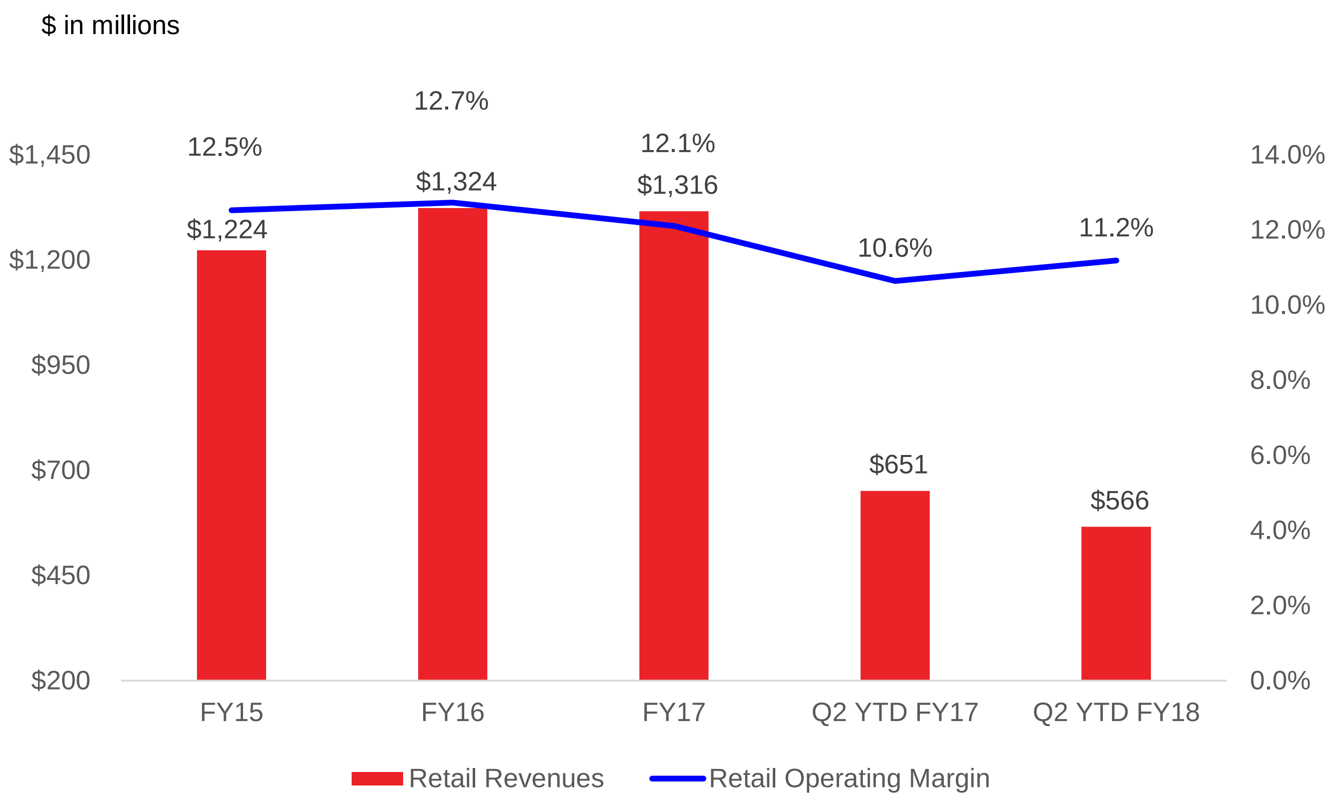
(1) Same store sales include stores operating in both comparative full periods
(2) Other category includes delivery, installation and outdoor product revenues

Cost of Goods and SG&A - Retail Segment

	Q2 FY18	Q2 FY17	FY17	FY16	FY15	FY14	FY13	FY12
Percent of Total Retail Net Sales:								
Cost of Goods Sold	60.2%	62.9%	62.6%	63.0%	63.6%	63.5%	67.7%	73.6%
Percent of Total Retail Revenue:								
Advertising	8.0%	7.2%	7.1%	6.8%	6.9%	5.1%	4.8%	4.5%
Compensation and benefits	9.9%	10.0%	9.6%	10.1%	10.4%	11.2%	12.4%	11.9%
Occupancy	8.5%	7.3%	7.3%	6.2%	5.6%	5.4%	6.2%	7.1%
All Other	1.2%	1.1%	0.8%	0.6%	0.6%	1.1%	1.0%	1.1%
Total SG&A	**27.5%**	**25.5%**	**24.8%**	**23.7%**	**23.5%**	**22.8%**	**24.4%**	**24.6%**

Second quarter retail segment SG&A was $6.2 million below prior year, offsetting higher occupancy costs from additional stores

Retail Revenue and Operating Margin



Retail revenues and operating margin remain strong

Note: As reported

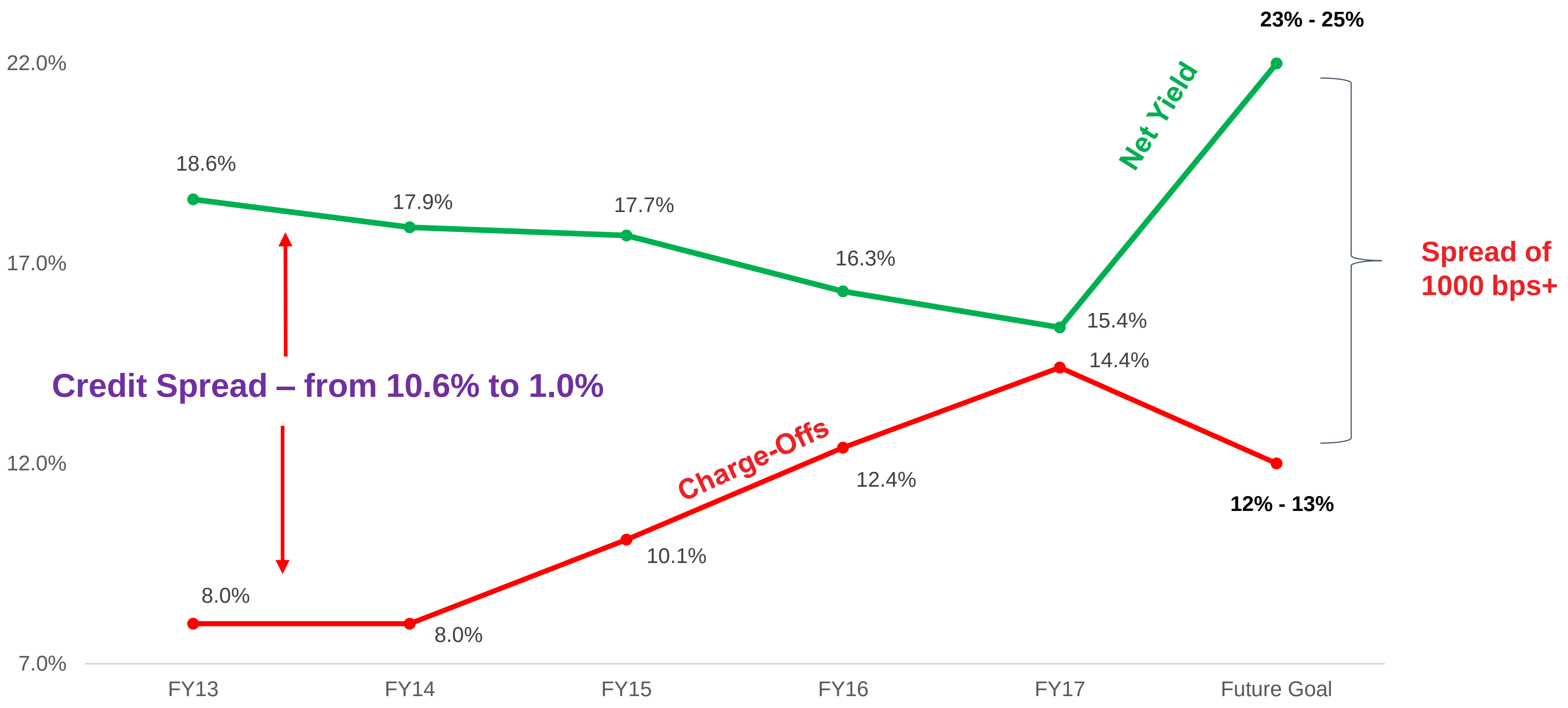
Credit Review

Credit Segment Overview

- In Q2 FY18, the credit segment continued to increase finance charges, strengthen portfolio trends, control expenses and lower borrowing costs
- Implementation of higher interest rate offerings now includes almost 84% of current originations at 28.6% weighted average interest rate, up from almost 22% in September last year
- Interest income and fee yield of 18.7% in Q2 FY18 increased 470 bps from prior year (prior year partially impacted by changes in estimates)
- Provision for bad debt decreased $10.8 million in Q2 FY18 from prior year (prior year partially impacted by change in estimates)
- Interest expense in Q2 FY18 decreased $4.1 million or 17.0% from prior year

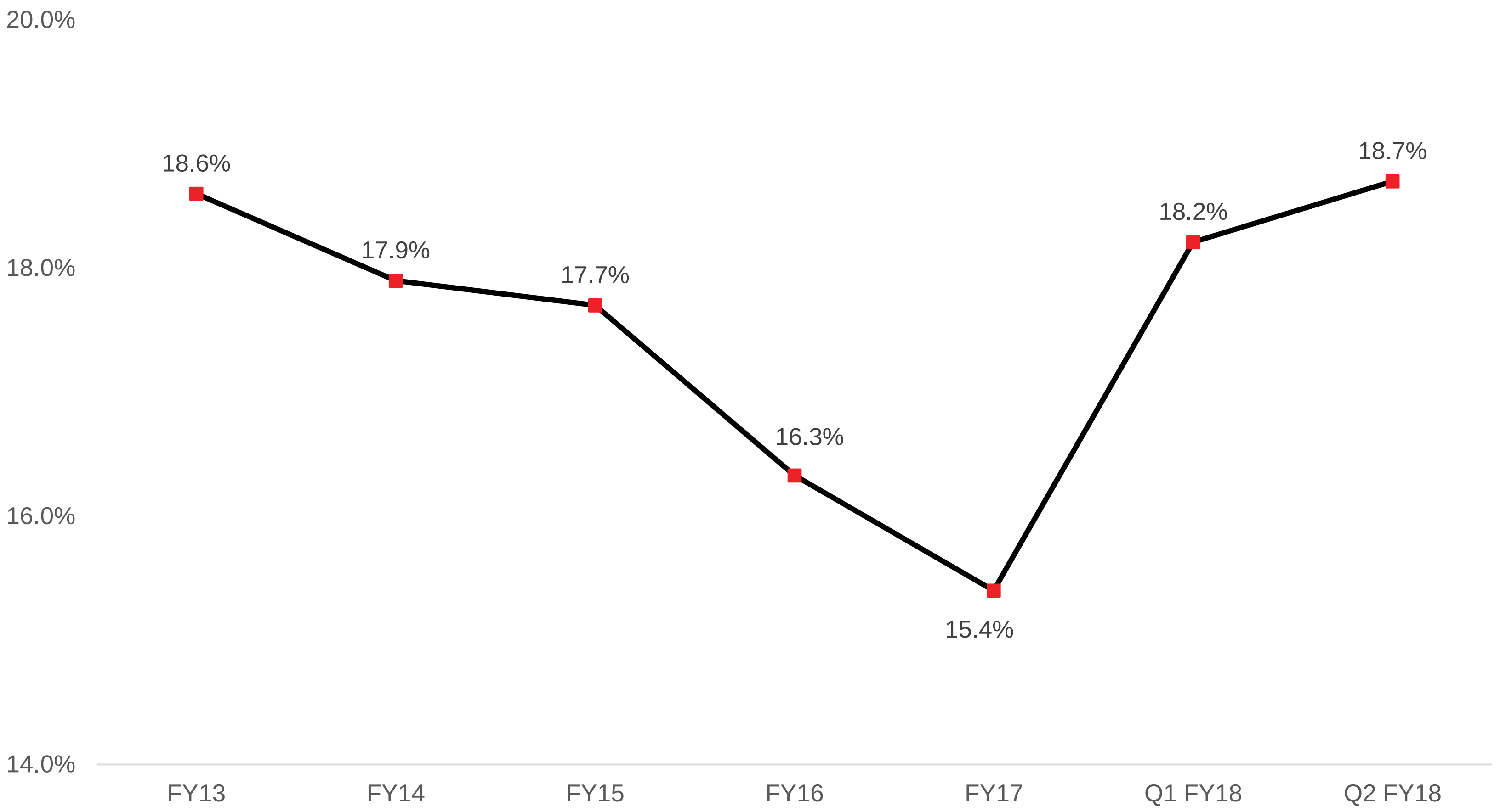
These continuing positive trends demonstrate the significant long-term potential of our realigned credit strategy

Credit Business - Future Goal



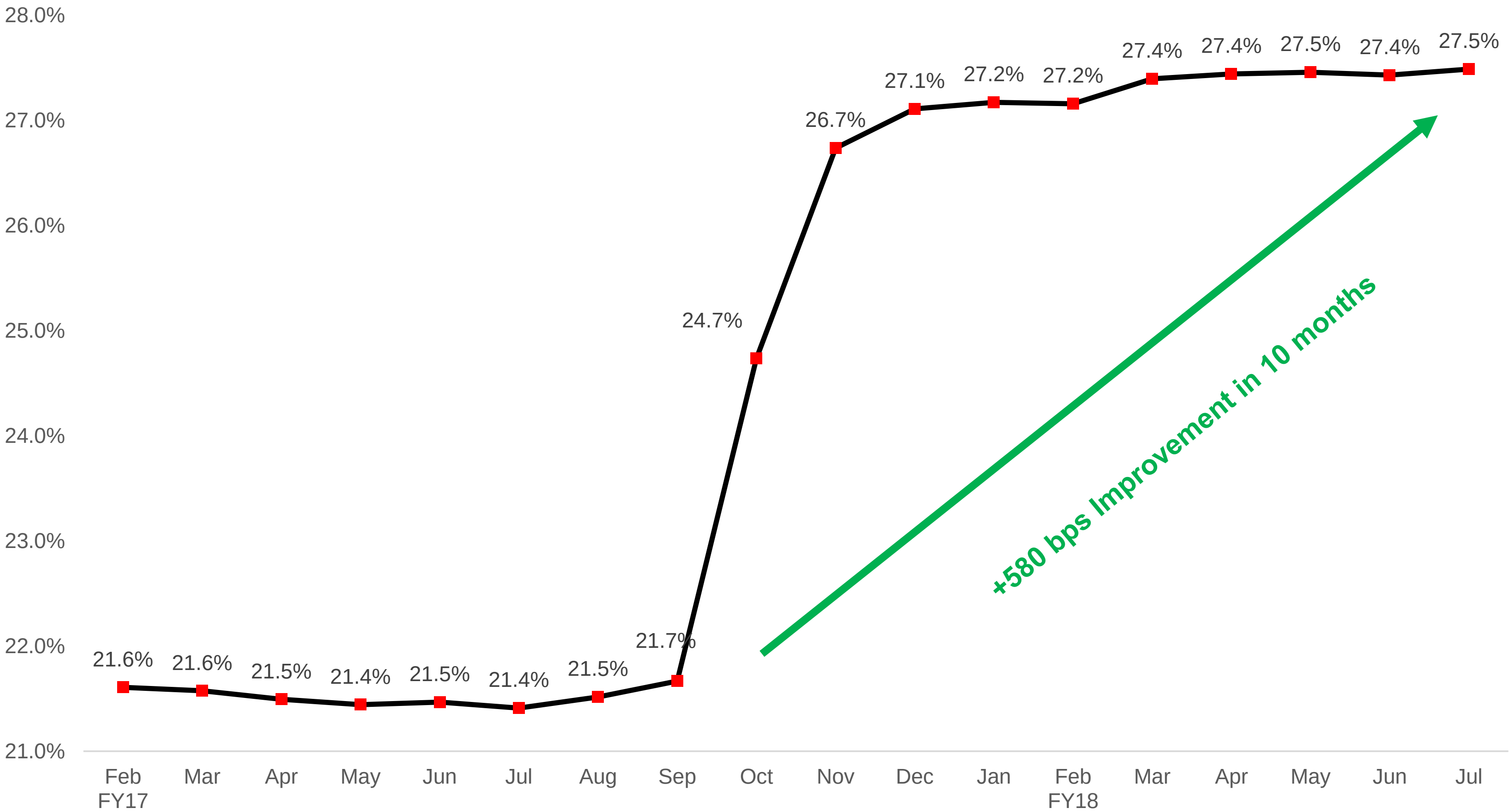
Q2 FY18 spread increased to 390 bps (highest in seven quarters)

Interest Income & Fee Yield



Interest Rate

(weighted average per origination month)



Underwriting Summary

- **Decisions are not made at store level**
  - Underwriting and risk assessment processes are centralized at the Company's Beaumont, TX office
  - Credit (including underwriting and collections) team is independent from the sales staff
  - Customers physically come into a store to validate identification and close the purchase and loan transaction

- **Proprietary scoring models**
  - Decisions based on credit bureau and application data as well as past experience with the customer to determine a customer's ability to repay loans
  - Scoring models determine credit decision, limit and down payment required with no exceptions, other than changes in application data which are verified by underwriting
    - Early pay default model
    - Core origination model
    - Product risk model
  - Amount financed and product category determine contract term assigned

Underwriting Initiatives

Mar FY17

- Lowered certain credit limits
- Eliminated some new customers in certain states
- Reduced 12-month no-interest program eligibility
- Raised down payments for some customers
- Approved some previously declined customers

Jul FY17

- Deployed new internal risk scorecard
- Further tightened criteria on early-pay defaulters
- Further reduced 12-month no-interest program eligibility
- Tightened approval criteria on customers with limited credit history

Aug FY17

- Increased maximum term to help reduce Payment-To-Income Ratio
- Increased interest rates in AZ, NM, NV, SC
- Adjusted approval criteria for higher risk new customers / low risk long-term customers

Sep FY17

- Implemented additional requirements for repeat customers based on prior loan performance
- Differentiated application process based on online or retail source (channel)
- Made changes to new market cutoffs based on favorable performance

Oct FY17

- Launched 18 month COP offer to top Conn's credit customers
- Implemented more restrictive channel-specific early pay default rules
- Credit limit and down payment adjustments

Nov FY17

- Implemented new fraud model

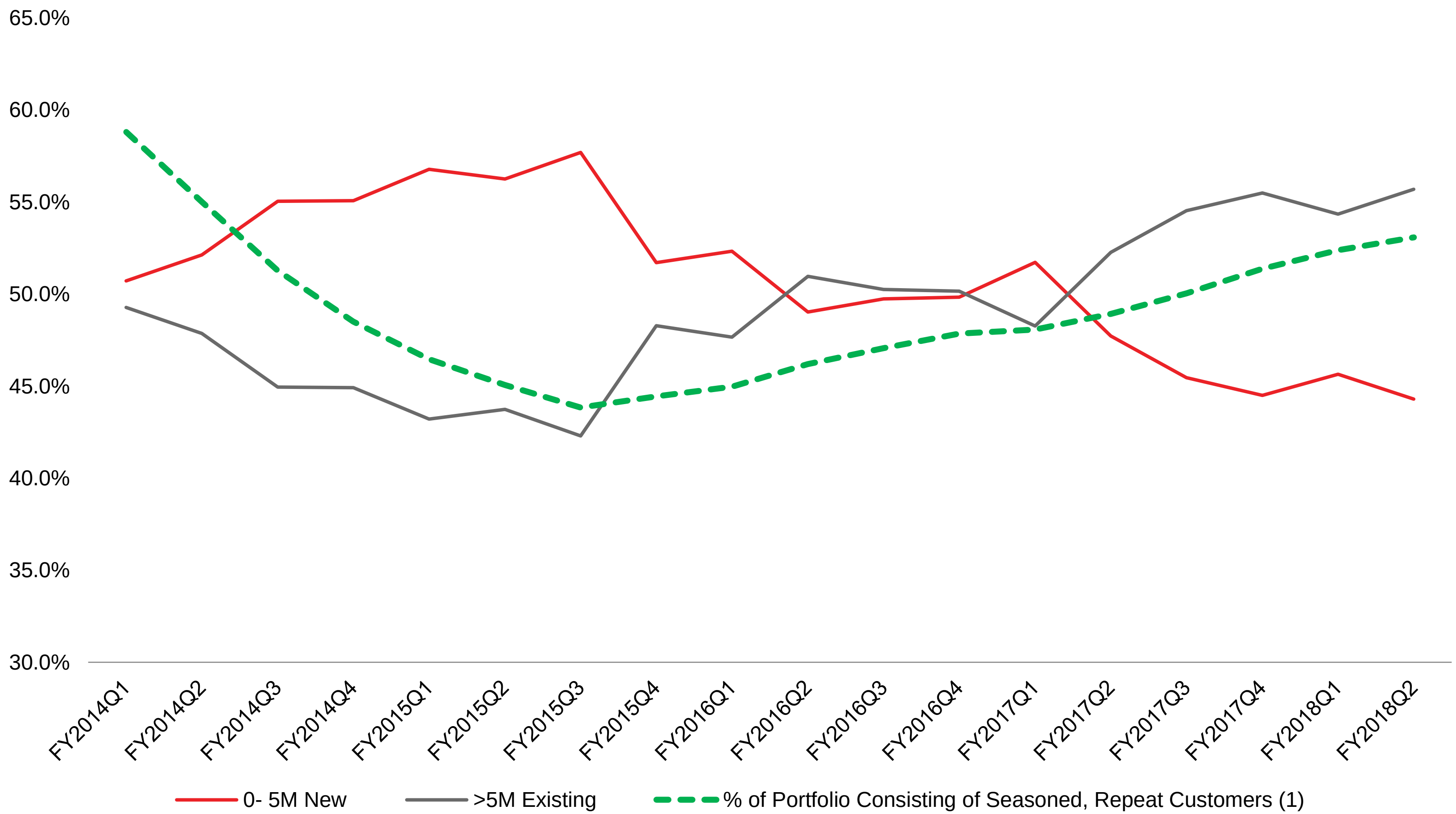
Jan FY17

- Adjusted cutoffs on new market applicants and increase DP on high risk segments to 20%

Hired veteran subprime credit risk manager as Chief Credit Officer in June FY17

Note: Conn's Fiscal Year ends on January 31

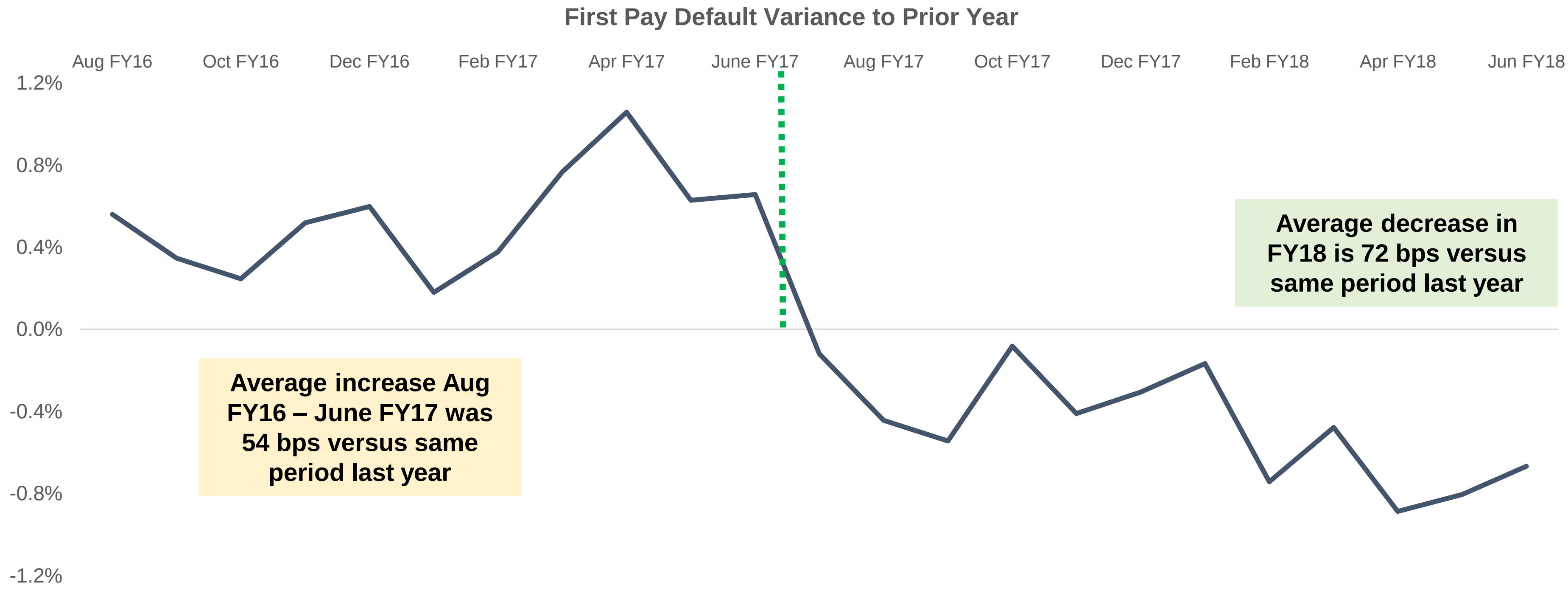
Percentage of Originations - by Time on Books [1]



(1) Time on books is number of months since first credit transaction with Conn's

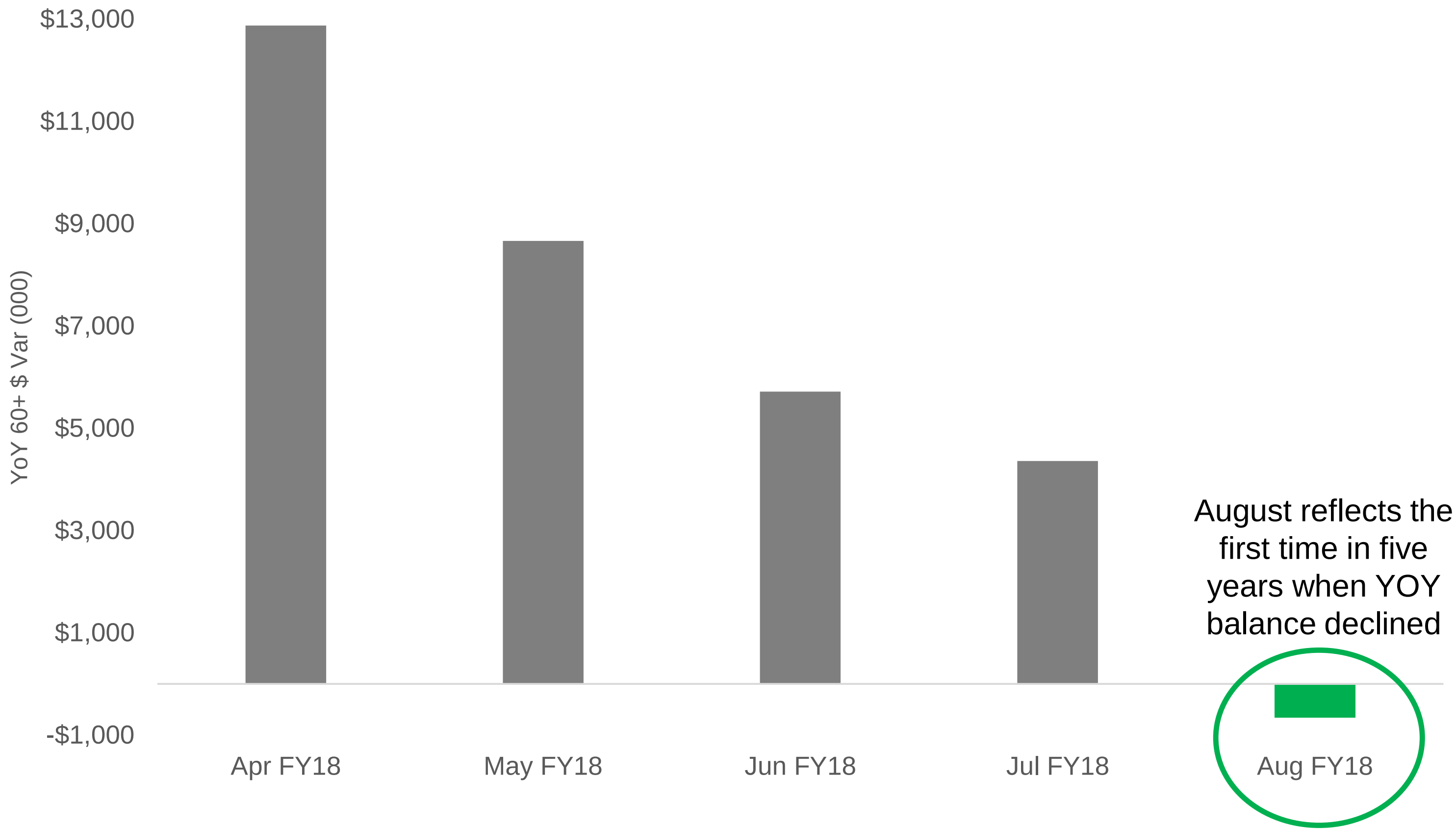
First Pay Default Trends

First pay defaults have improved each month since July FY17, when the more significant underwriting changes were implemented



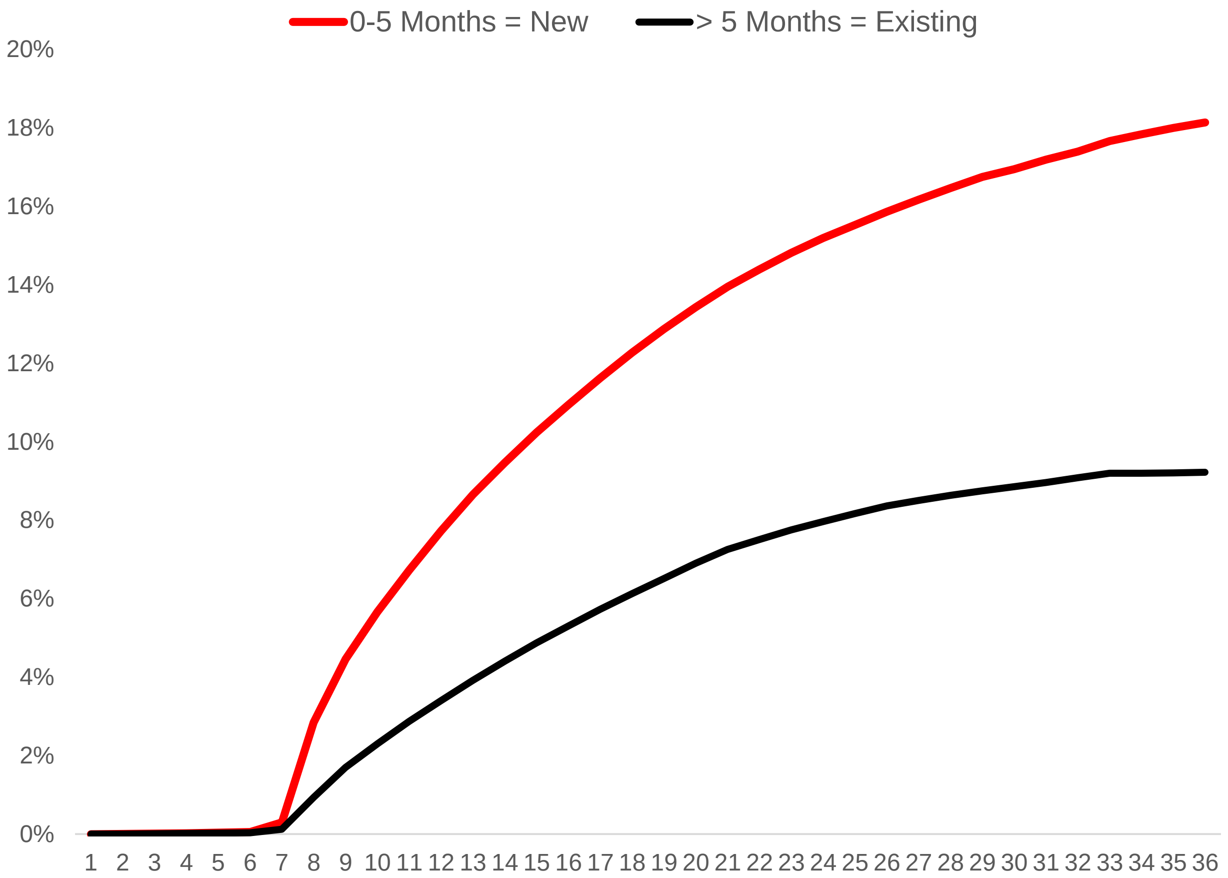
60 Day+ Dollar Balance versus Prior Year

The year over year growth rate of the 60 Day+ dollar balance has been steadily improving and in August declined versus prior year period



Static Pool Charge-Offs (FY14 Q2 - FY18 Q2)

New customer loss rates are 2x the loss rate of existing customers



Time on books is number of months since first credit transaction with Conn’s

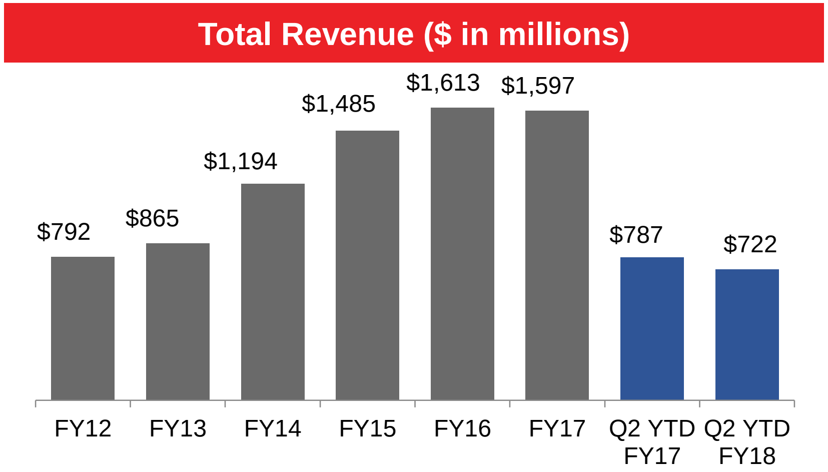
Static Pool – Balances Remaining

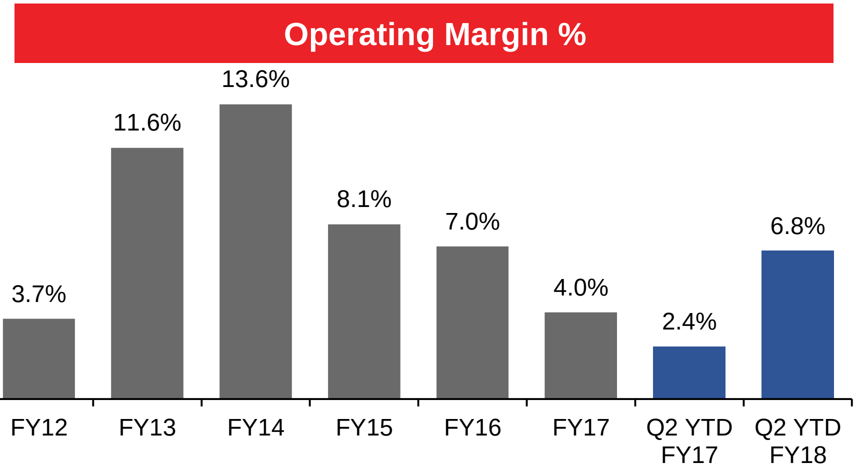
Balance Remaining			Expected Static Pool Loss Rate
Period	**As of 7/31/17**	**Comparable PY**	**Estimated Range**
FY 2017	51.4%	48.3%	Mid 13%
FY 2016	13.5%	12.8%	Approximately 14%
FY 2015	1.7%	1.6%	Mid 14%
FY 2014	0.2%	0.2%	Approximately 14%

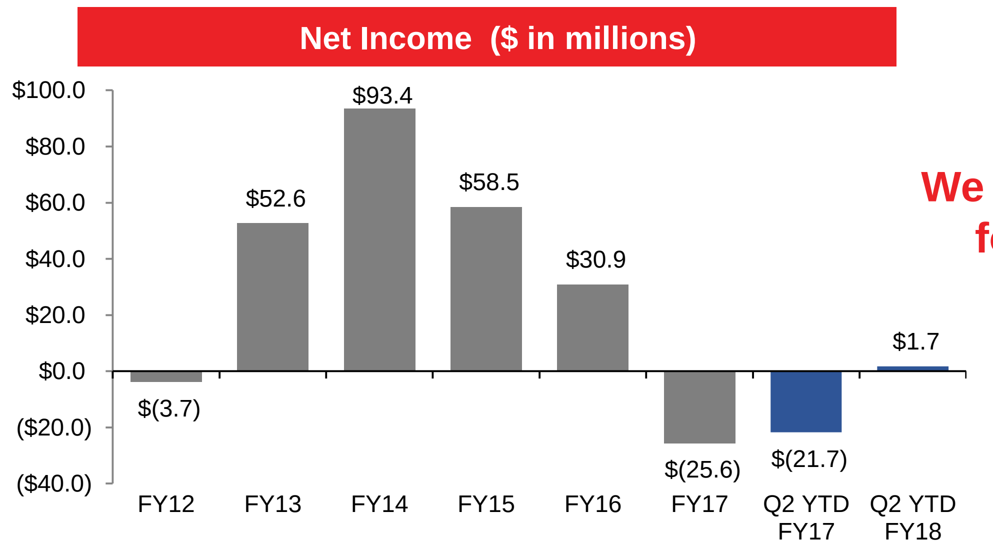
The periods reflect the year of loan origination

Financial Review

Historical Financial Summary - As Reported



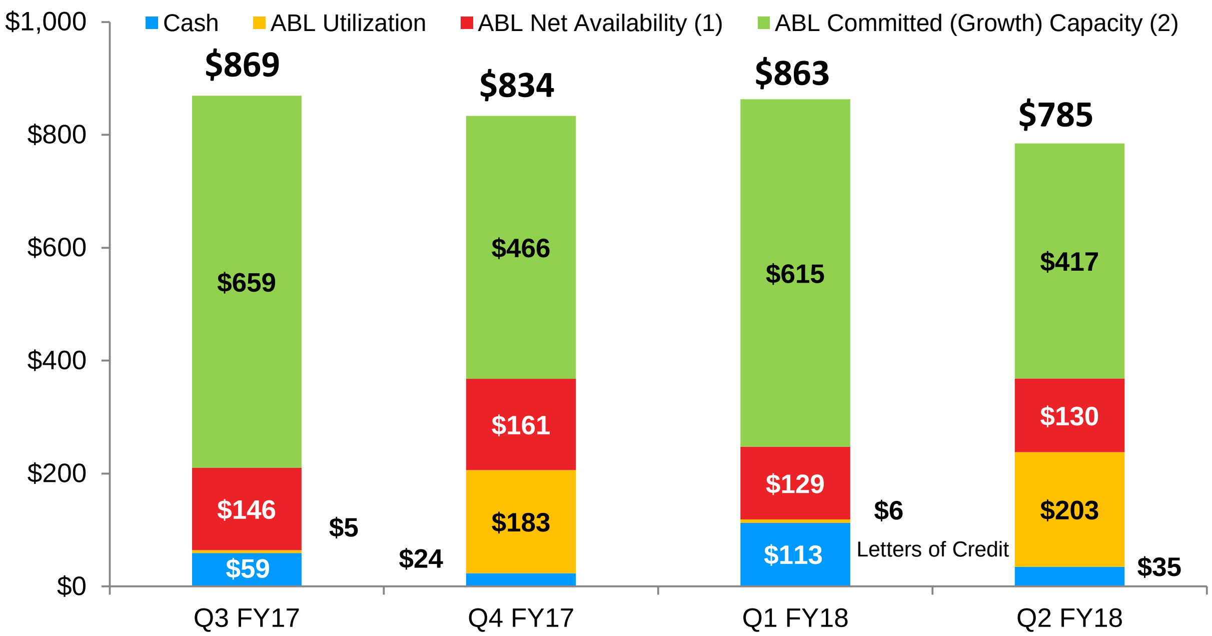




We expect to be profitable for the full year FY18

Available Liquidity

$ in millions



We continue to closely manage liquidity and have made significant enhancements to our liquidity profile

- FY18 reduced store opening plan resulting in lower capex
- Closed an amendment to the ABL Facility
  - Extended the maturity of the facility by one year to October 30, 2019
  - Reduced the facility to $750 million
  - Received covenant modifications
- Closed $469.8 million ABS transaction in April of 2017
- Redeemed outstanding 2015-A Class B Notes effective May 15, 2017
- Redeemed outstanding 2016-A Class B and C notes effective August 15th

(1) Immediately available borrowing capacity (based on prior month borrowing base certificate and is not adjusted for dominion)
(2) Borrowing capacity that could become available upon increases in eligible inventory and customer receivable balances under the borrowing base

Our Stores

Our Stores


Conn's
HomePlus
YES

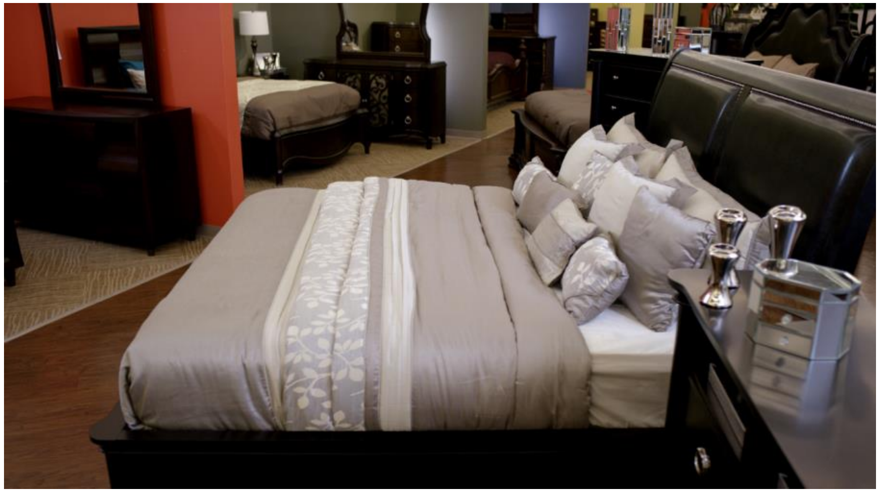

LG OLED TV 4K
TV
BUYING
GUIDE
SUHD 4K
UHD 4K
OLED
SMART TV


APPLIANCES
ELECTRODOMÉSTICOS


ELECTRONICS
APARATOS ELECTRÓNICOS
SAMSUNG


FRIGIDAIRE
LG

Our Stores



Conn's
HomePlus®