FORM 4

UNITED STATES SECURITIES AND EXCHANGE COMMISSION

Washington, D.C. 20549

OMB APPROVAL	
OMB Number:	3235-0287

Check this box if no longer subject to Section 16. Form 4 or Form 5 obligations may continue. See Instruction 1(b).

SG-1890, LLC

100 RIVER BLUFF DRIVE

(First)

(Middle)

(Last)

(Street)

SUITE 500

STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP

OMB Number: 3235-0287
Estimated average burden
hours per response: 0.5

Filed pursuant to Section 16(a) of the Securities Exchange Act of 1934 or Section 30(h) of the Investment Company Act of 1940 2. Issuer Name and Ticker or Trading Symbol 5. Relationship of Reporting Person(s) to Issuer 1. Name and Address of Reporting Person (Check all applicable) **CONNS INC** [CONN] Stephens Group, LLC 10% Owner 3. Date of Earliest Transaction (Month/Day/Year) Other (specify Officer (give title 07/19/2023 below) below) (Last) (Middle) (First) 100 RIVER BLUFF DRIVE 4. If Amendment, Date of Original Filed (Month/Day/Year) 6. Individual or Joint/Group Filing (Check Applicable SUITE 500 Form filed by One Reporting Person Form filed by More than One Reporting X (Street) Person 72202 LITTLE ROCK AR Rule 10b5-1(c) Transaction Indication (City) (State) (Zip) Check this box to indicate that a transaction was made pursuant to a contract, instruction or written plan that is intended to satisfy the affirmative defense conditions of Rule 10b5-1(c). See Instruction 10. Table I - Non-Derivative Securities Acquired, Disposed of, or Beneficially Owned 4. Securities Acquired (A) or Disposed Of (D) (Instr. 3, 4 and 5) 2A. Deemed 7. Nature of 1. Title of Security (Instr. 3) 2. Transaction 5. Amount of 6. Ownership Execution Date Transaction Code (Instr. Securities Beneficially Form: Direct (D) or Indirect Beneficial (Month/Day/Year) if any (Month/Day/Year) 8) Owned Indirect (I) Ownership Following (Instr. 4) (Instr. 4) Reported (A) or (D) Transaction(s) (Instr. 3 and 4) Code Price Amount See 07/19/2023 Common Stock S 12,777 D \$5.019 4,217,873 Footnote⁽¹⁾ By W.R. Stephens, 72,493 Common Stock T Jr. Revocable Trust(2) Table II - Derivative Securities Acquired, Disposed of, or Beneficially Owned (e.g., puts, calls, warrants, options, convertible securities) 1. Title of 2. Conversion 3. Transaction 3A. Deemed 6. Date Exercisable and 7. Title and 8. Price of 9. Number of 11. Nature Derivative **Execution Date**, Transaction Number **Expiration Date** Amount of Derivative derivative Ownership of Indirect Security (Instr. 3) or Exercise Price of (Month/Day/Year) if any (Month/Day/Year) Code (Instr. 8) (Month/Day/Year) Securities Underlying Security (Instr. 5) Securities Beneficially Form: Direct (D) Beneficial Ownership Derivative Derivative Securities Derivative Owned or Indirect (Instr. 4) Security Acquired Security (Instr. 3 and 4) Following (I) (Instr. 4) (A) or Reported Disposed of (D) Transaction(s) (Instr. 4) (Instr. 3, 4 and 5) Amount Number Expiration Code (A) (D) Exercisable Date Shares 1. Name and Address of Reporting Person* Stephens Group, LLC (First) (Middle) (Last) 100 RIVER BLUFF DRIVE SUITE 500 (Street) LITTLE ROCK 72202 AR (Citv) (State) (Zip) 1. Name and Address of Reporting Person*

LITTLE ROCK	AR	72202	
(City)	(State)	(Zip)	
1. Name and Address of Reporting Person* <u>CAMPBELL ELIZABETH STEPHENS</u>			
(Last) 100 RIVER BLUE SUITE 500	(First) FF DRIVE	(Middle)	
(Street) LITTLE ROCK	AR	72202	
(City)	(State)	(Zip)	
Name and Address of Reporting Person* Stephens W. R. Jr.			
(Last) 100 RIVER BLUE SUITE 500	(First) FF DRIVE	(Middle)	
(Street) LITTLE ROCK	AR	72202	
(City)	(State)	(Zip)	

Explanation of Responses:

1. The shares are held by SG-1890, LLC ("SG-1890"). The Stephens Group, LLC ("The Stephens Group") is the sole manager and has voting and dispositive power over the shares held by SG-1890. Investment and voting decisions with respect to the shares beneficially owned by The Stephens Group are made by W.R. Stephens, Jr. and Elizabeth S. Campbell, acting as managers. Mr. Stephens and Mrs. Campbell may be deemed to possess voting and dispositive control over the shares held by SG-1890.

2. W.R. Stephens, Jr. acts as Trustee of W.R. Stephens, Jr. Revocable Trust.

The Stephens Group, LLC, /s/
William W. Kilgroe, General
Counsel

SG-1890, LLC, /s/ William
W. Kilgroe, Attorney-in-Fact
Elizabeth S. Campbell, /s/
William W. Kilgroe,
Attorney-in-Fact
W.R. Stephens, Jr., /s/
William W. Kilgroe,
Attorney-in-Fact
** Signature of Reporting Person
Date

 $Reminder: \ Report \ on \ a \ separate \ line \ for \ each \ class \ of \ securities \ beneficially \ owned \ directly.$

- * If the form is filed by more than one reporting person, see Instruction 4 (b)(v).
- ** Intentional misstatements or omissions of facts constitute Federal Criminal Violations See 18 U.S.C. 1001 and 15 U.S.C. 78ff(a).

Note: File three copies of this Form, one of which must be manually signed. If space is insufficient, see Instruction 6 for procedure.

Persons who respond to the collection of information contained in this form are not required to respond unless the form displays a currently valid OMB Number.