



Conn's



Conference Call Presentation: June 4, 2012

Valuable Credit Offering for All Consumers

Percent of Sales Generated by Payment Option

	<u>1Q FY13</u>	<u>1Q FY12</u>
GE Capital	12.5%	6.3%
Conn's Credit (including Down Payment)	66.9%	55.0%
RAC Acceptance (Rent-to-Own)	<u>3.7%</u>	<u>3.5%</u>
Total	83.1%	64.8%

Mission Statement

To help people affordably
purchase durable, branded,
quality products for their home

Same Store Sales Performance

Same Store % Change for 1Q FY13

Home appliance	16.7%
Furniture and mattress	43.1%
Consumer electronic	-0.2%
Home office	19.9%
Other	47.3%
Total product sales	16.0%
Repair service agreement commissions	38.9%
Total net sales	17.8%

³ Other category is made up of lawn and garden, general accessories and delivery and installation revenues



Gross Margin Performance by Product Category

	1Q FY13	1Q FY12	Difference
Home appliance	29.6%	29.9%	-0.3%
Furniture and mattress	43.9%	32.7%	11.2%
Consumer electronic	20.8%	21.1%	-0.3%
Home office	14.6%	14.1%	0.5%
Other	36.5%	38.5%	-2.0%
Total	28.7%	26.2%	2.5%

4 Other category is made up of lawn and garden, general accessories and delivery and installation revenues



Retail SG&A Comparison

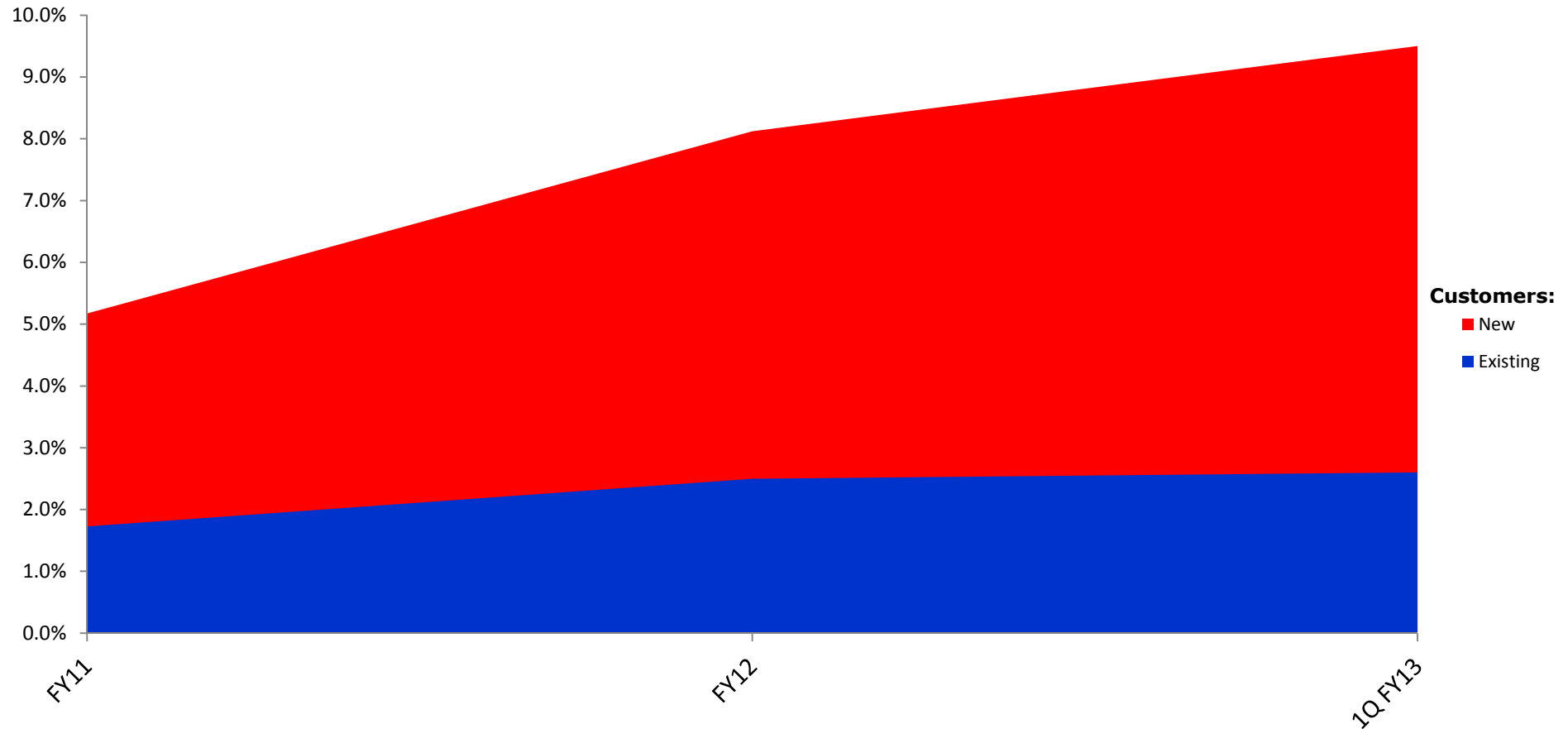
	% of Sales	% of Sales	
	1Q FY13	1Q FY12	Difference
Advertising	4.5%	4.7%	-0.2%
Compensation	12.3%	11.0%	1.3%
Other SG&A	<u>10.7%</u>	<u>12.3%</u>	<u>-1.6%</u>
Retail SG&A	<u>27.5%</u>	<u>28.0%</u>	<u>-0.5 %</u>
Retail SG&A as % of Retail Gross Profit	80.5%	89.8%	-9.3%

Sales Floor Execution

	May 2012	1Q FY13	1Q FY12
Sales Associate Turnover	46.7%	55.5%	87.9%
Sales per sales associate	\$59,167	\$53,349	\$44,544
Sales Customer Satisfaction	94.5%		

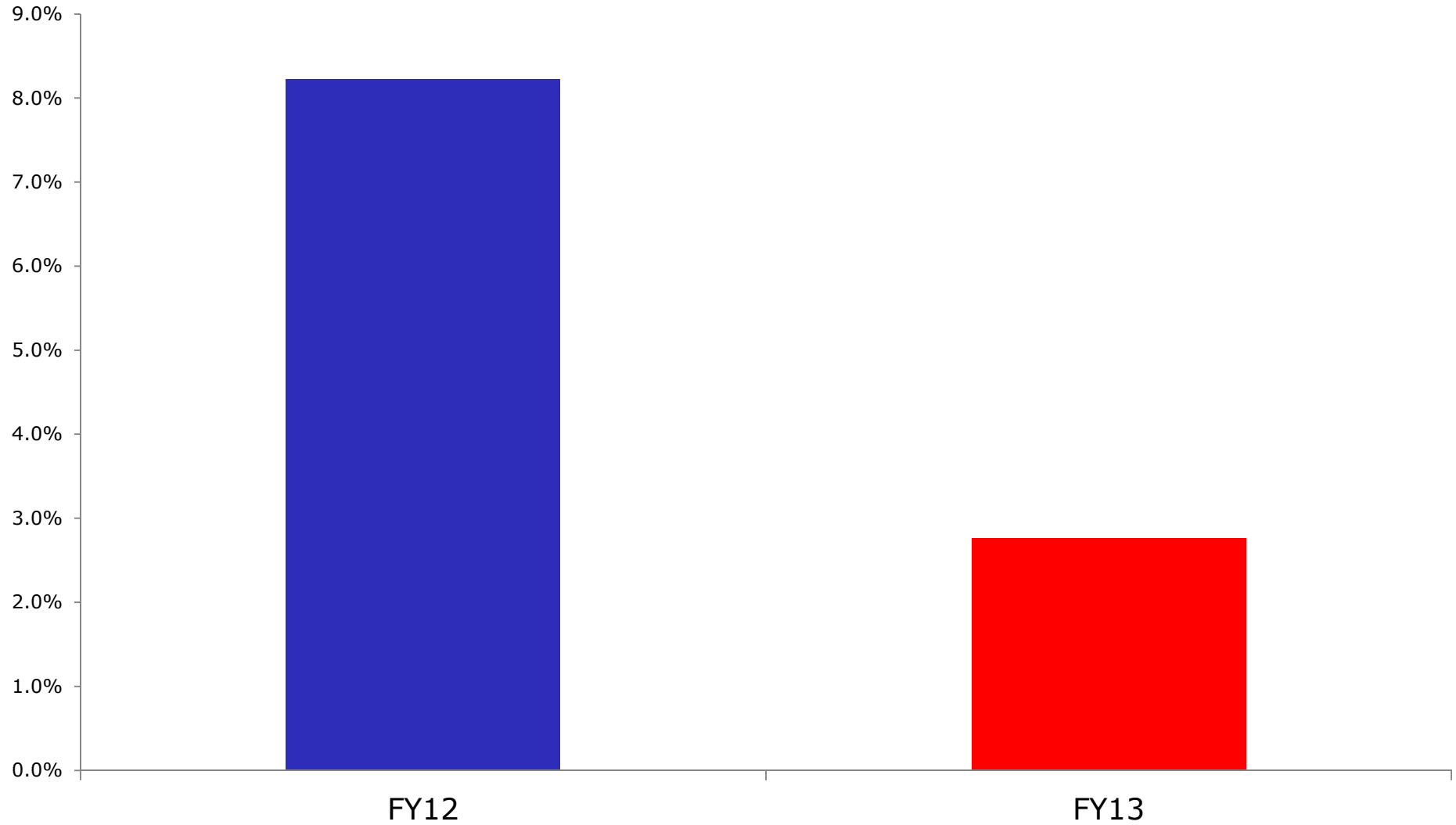
Internet Opportunity

Percent of Sales Generated by On-line Credit Applications

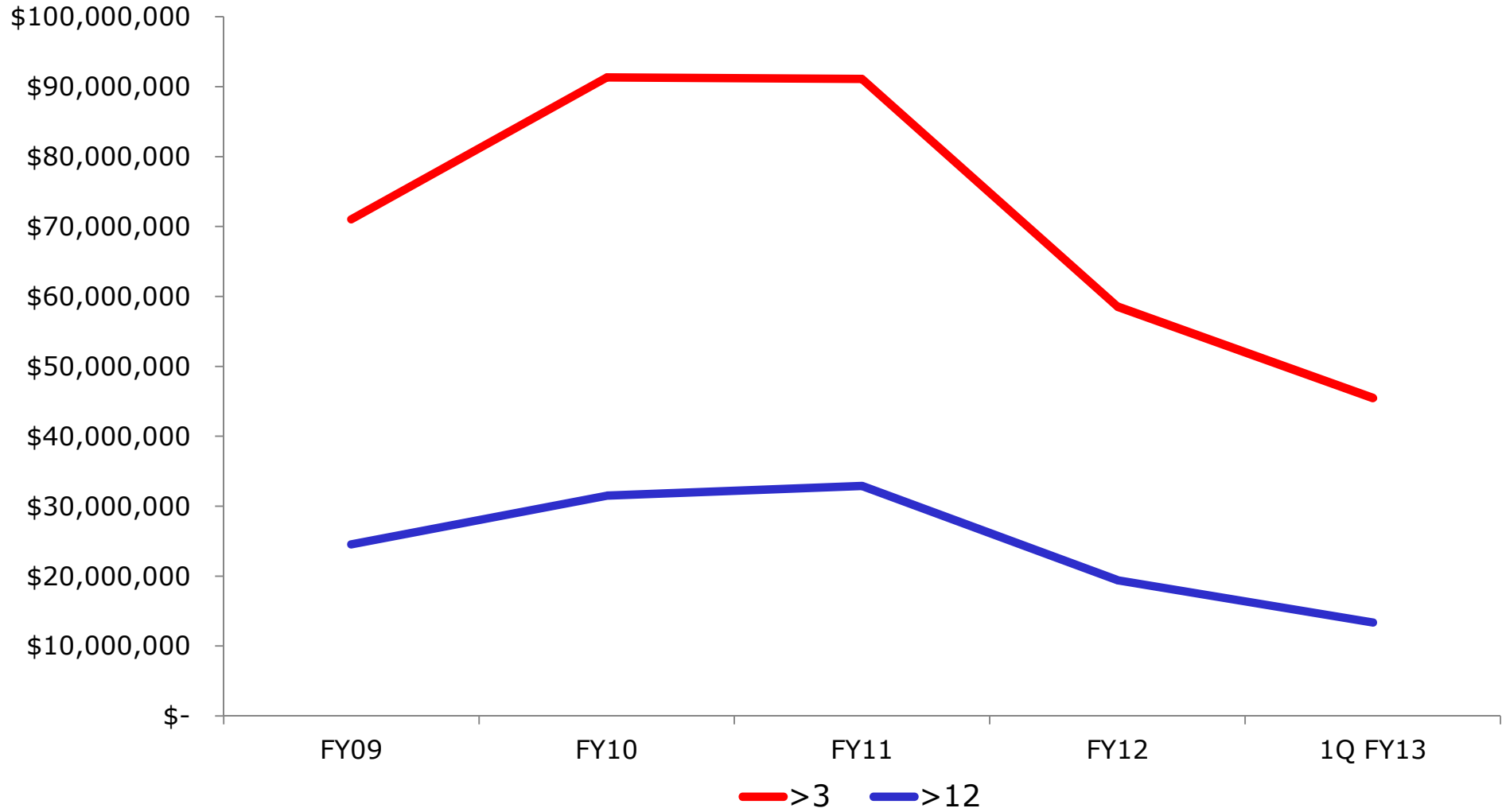


Online credit application provides customers a convenient way to determine their ability to buy on credit from the privacy of their home

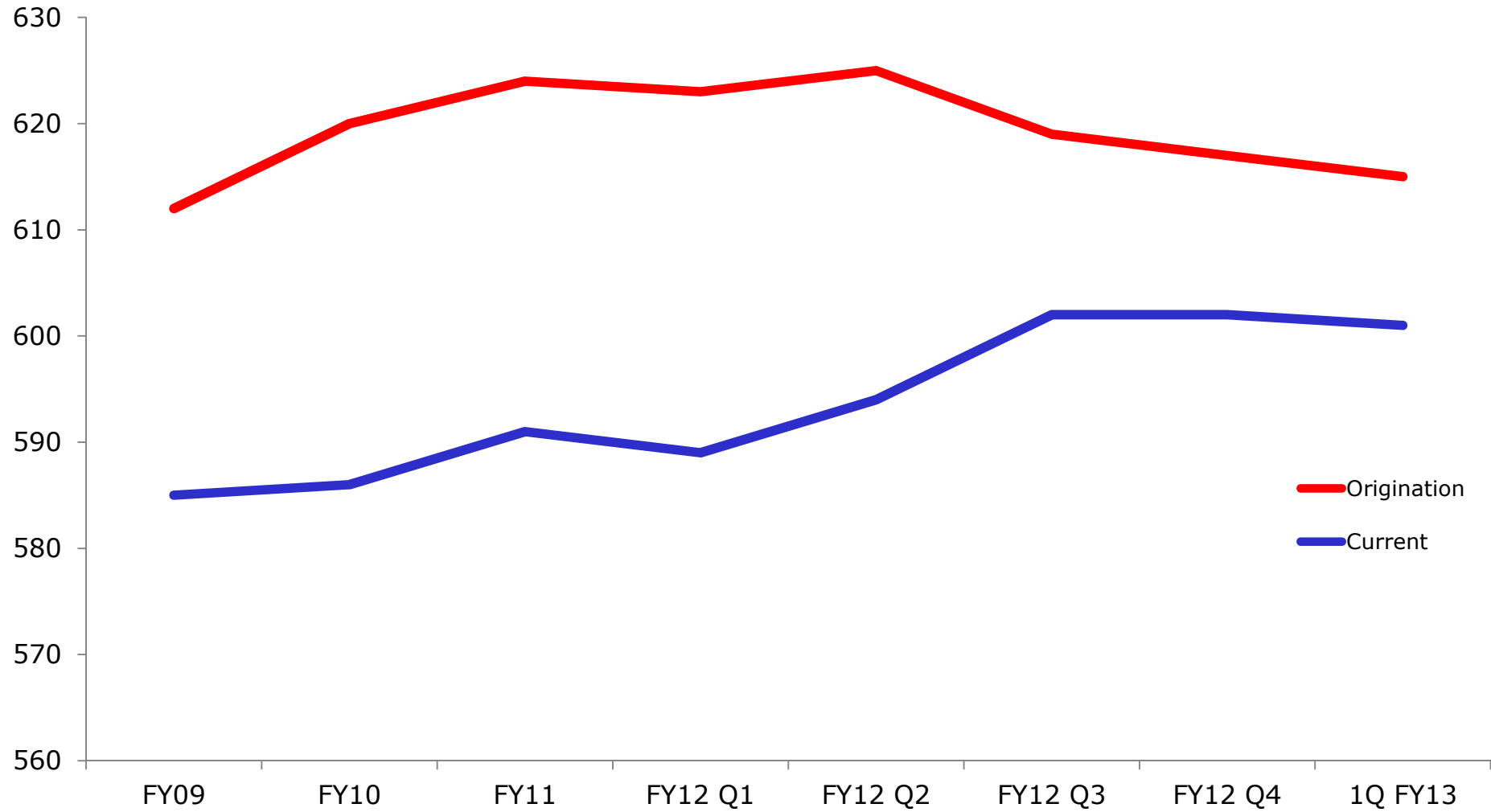
Percentage of Accounts Re-aged During the First Quarter



Balance of Accounts Re-aged >3 and >12 Months

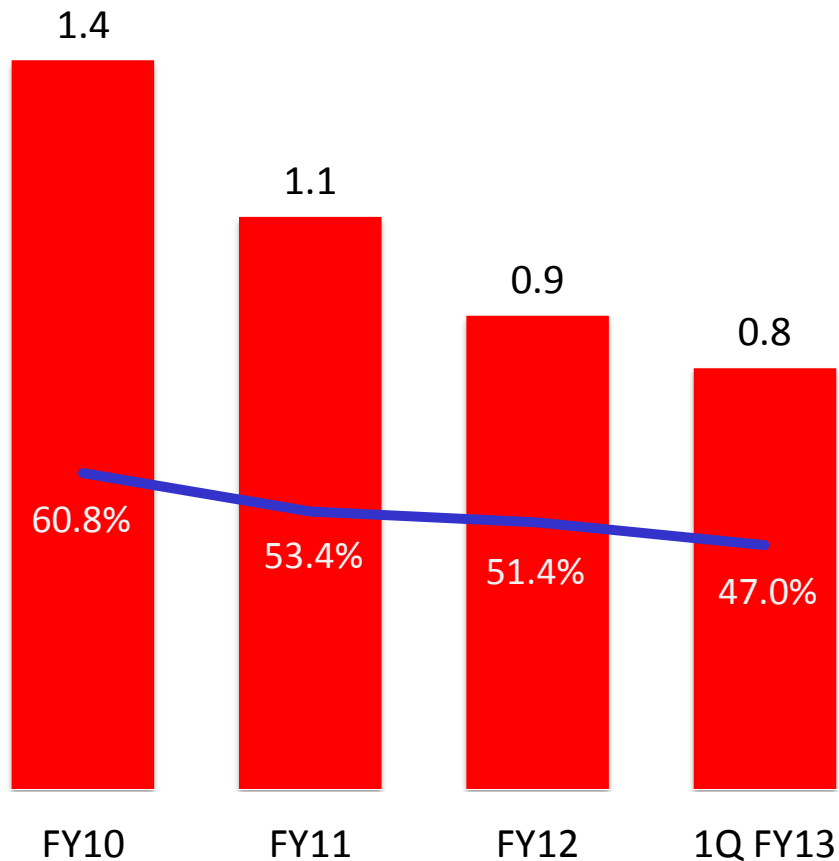


Weighted Average Origination and End of Period Credit Score

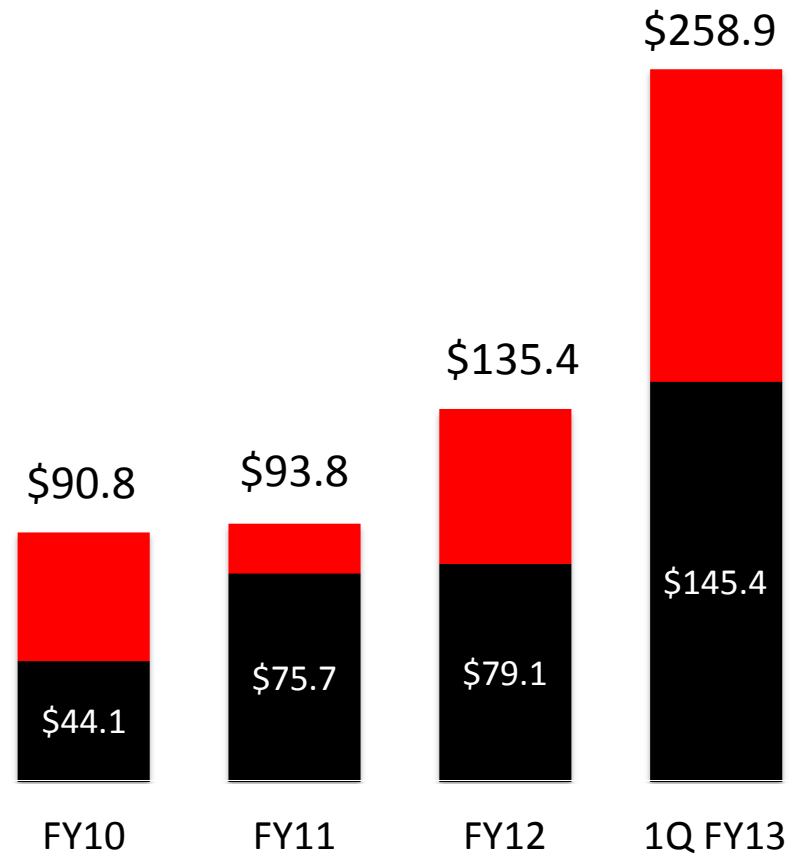


Leverage

Leverage Ratio and Debt as Percent of Portfolio Balance



Available Liquidity and Borrowing Capacity



■ Borrowing Capacity ■ Available Liquidity

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- Leverage Ratio = Total debt/Total stockholders' equity
- Debt as a percent of portfolio balance = Total debt/Average Portfolio Balance
- \$ in millions



FY13 Outlook

- Diluted EPS \$1.30 to \$1.40
- Same store sales growth Mid- to high-single digits
- Retail gross margin 32% to 34%
- Provision for bad debt as % of portfolio 5.5% to 6.5%
- SG&A expense as % of revenues 28.5% to 29.5%
- New store opening plan 5 to 7 stores

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