First-Quarter Earnings Presentation

June 2, 2016

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Key Initiatives – Year of Transition

Commitment to Strategy

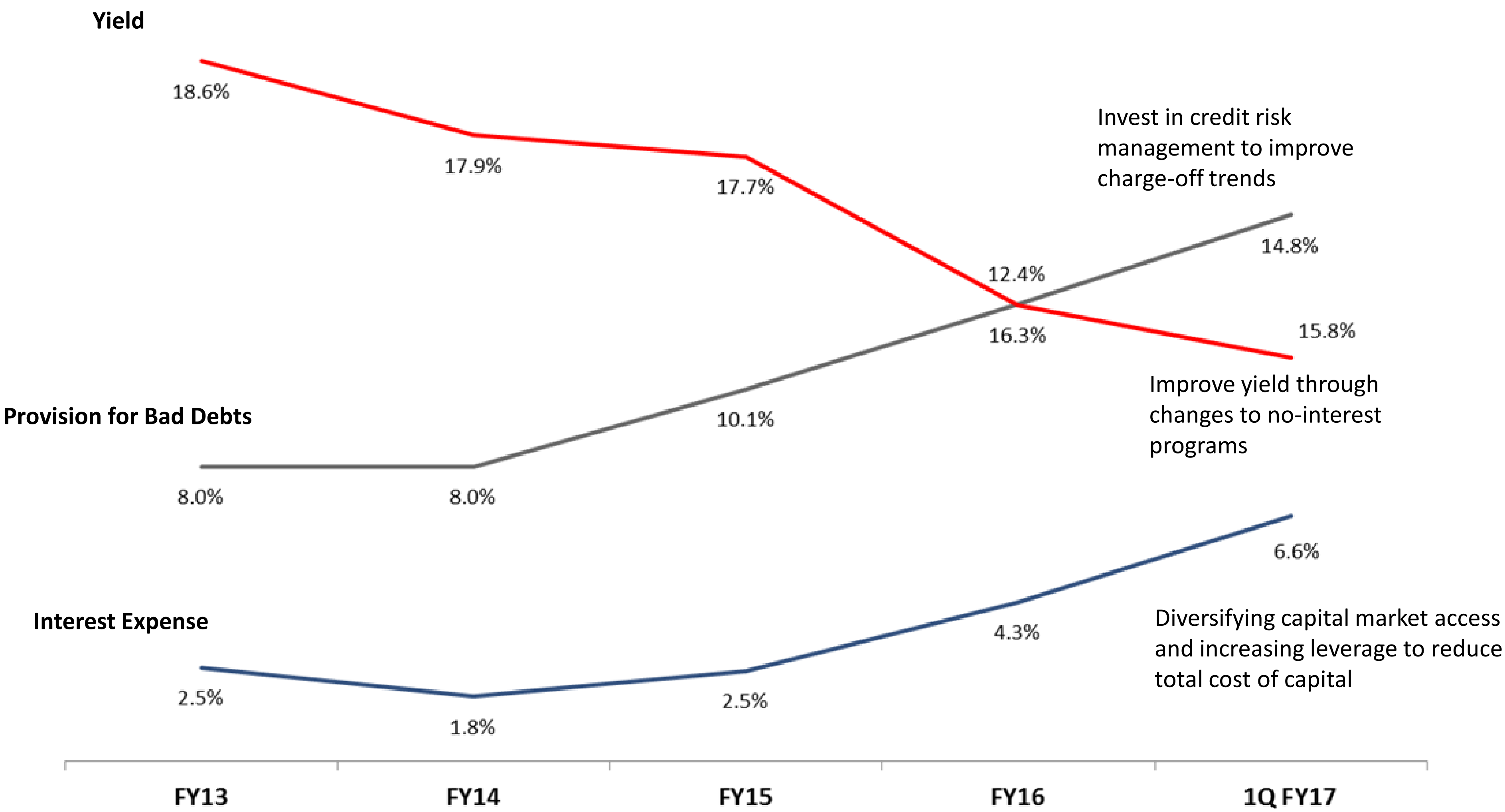
- Differentiated Business Model Delivering Unique Value Proposition to Underserved Customer

Building Foundation for Growth and Success

- Improve Credit Contribution
  - Enhance Credit Risk Management Capabilities
  - Increase Portfolio Yield
  - Reduce Cost of Borrowing
- Upgrade IT Capabilities to Improve Customer Experience, Credit Risk Management, Collections and Support Growth
- Attract, Retain, and Develop Talent Throughout the Organization

Drive Improved Operating Results

Credit Contribution Opportunities



% Average Portfolio Balance

100 basis point improvement in any of above metrics =
~$15 million improvement in pretax income, or 32¢ per share

Underwriting Changes

Goal: reduce first payment default, and thus total delinquency and charge-off

Apr FY16

- Began exiting certain higher credit risk product categories – video game products, certain tablets, and digital cameras

Nov FY16

- Thin file underwriting changes

Jan FY16

- Thin file underwriting update
- Early-pay default changes

Mar FY17

- Lower certain credit limits
- Eliminate some new customers in certain states
- Reduce 12-month no-interest program eligibility
- Raise down payments for some customers
- Approve some previously declined customers

Jun FY17

- Implementation of new origination score-card and underwriting strategy developed with support from FICO

- Sales impact, excluding April FY16 changes, is expected to be a reduction of 650 to 700 basis points, with a 75-100 basis point impact on net static pool losses
- June FY17 changes are expected to reduce net static pool loss rate by 80 to 100 basis points, with no material impact on sales
- The changes implemented during the past few months will not affect Charge-Offs until late FY17 and into early FY18 and impact on Provision Expense will build over that time frame

Sales Growth / Product Category Contribution

	Same Store Sales [1]	Total Sales	Product Mix		Gross Profit Mix	
	1Q FY17 / 1Q FY16	1Q FY17 / 1Q FY16	1Q17	1Q16	1Q17	1Q16
Furniture and Mattress	3.8%	17.7%	36.8%	32.9%	54.2%	47.5%
Home Appliance	-3.9%	4.5%	30.7%	31.0%	22.7%	26.3%
Consumer Electronics [2]	-14.2%	-7.8%	23.0%	26.3%	17.4%	20.1%
Home Office [2]	-3.8%	2.2%	7.8%	8.1%	4.5%	4.6%
Other [3]	-1.6%	7.3%	1.7%	1.7%	1.2%	1.5%
Product sales	**-4.0%**	**5.5%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**
Repair Service Agreement commissions	0.9%	18.4%				
Service		26.5%				
Total net sales	**-3.4%**	**6.7%**				
Same store sales, excluding exited categories	**-1.3%**					

(1) Same store sales include stores operating in both full periods.
(2) During fiscal year 2016, we discontinued the sales of video game products, certain tablets, and digital cameras, which have lower gross margins when compared to our other product offerings. Video game products and cameras are part of Consumer Electronics, while tablets are included in Home Office.
(3) Other category includes delivery, installation, and outdoor product revenues.

Product Gross Margin Performance by Category

	1Q FY17		1Q FY16		Basis Point Change
	Gross Margin	ASP [1]	Gross Margin	ASP [1]	Gross Margin
Furniture and Mattress	43.2%	$1,087	45.5%	$1,161	-230
Home Appliance	21.7%	$747	26.8%	$734	-510
Consumer Electronics [2]	22.1%	$815	24.1%	$756	-200
Home Office [2]	16.8%	$833	17.9%	$680	-110
Other [3]	21.1%	$48	28.5%	$56	n.m.
Total Product	**29.3%**		**31.6%**		**-230**

(1) ASP amounts exclude accessory items.
(2) During fiscal year 2016, we discontinued the sales of video game products, certain tablets, and digital cameras, which have lower gross margins when compared to our other product offerings. Video game products and cameras are part of Consumer Electronics, while tablets are included in Home Office.
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Average FICO Score – Portfolio Balance and Originations

		Weighted Average Score of Outstanding Portfolio Balance at Period End	Weighted Average Origination Score of Sales Financed for Period Ended
Fiscal Year Ended:			
	Jan. 31, 2013	600	614
	Jan. 31, 2014	594	602
	Jan. 31, 2015	596	608
	Jan. 31, 2016	595	615
Quarter Ended:			
	Apr. 30, 2015	595	617
	Jul. 31, 2015	596	617
	Oct. 31, 2015	594	613
	Jan. 31, 2016	595	614
	Apr. 30, 2016	595	609

Note: FICO score averages include only Conn's in-house 'Yes Money' financing and excludes non-scored accounts.

Percentage of Originations by Time on Books

TOB = Number of Months since first credit transaction with Conn's

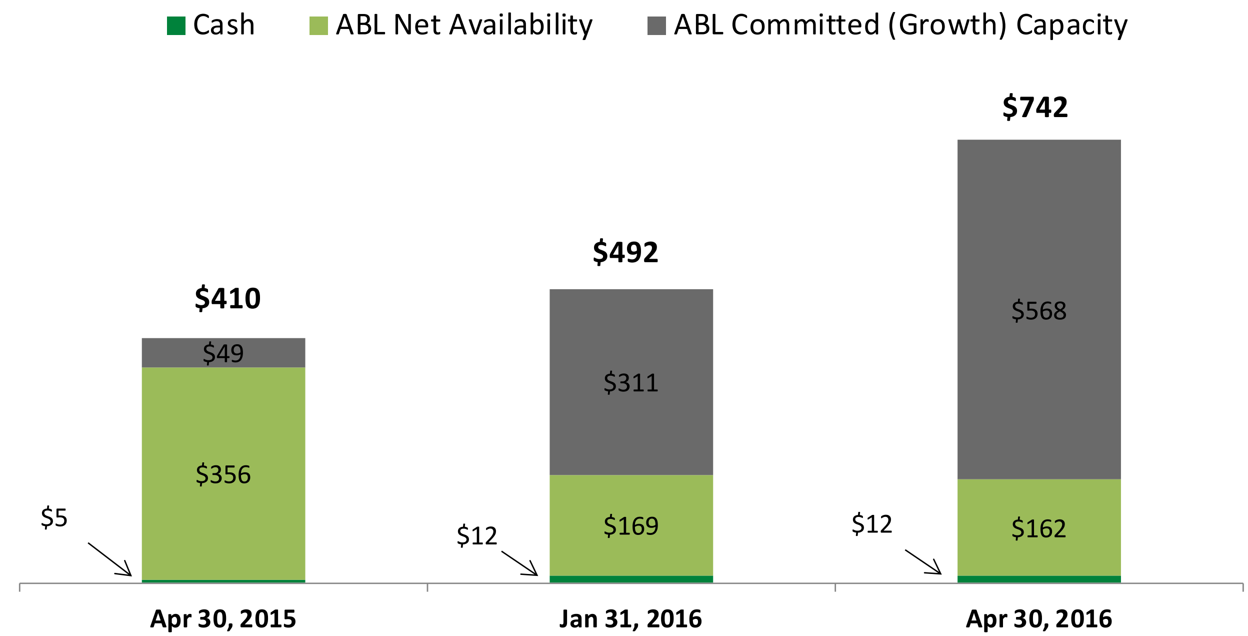
Retail Costs and Expenses Comparison

	1Q FY17	1Q FY16	Basis Point Change	FY16	FY15	FY14	FY13	FY12
Percent of Total Retail Net Sales:								
Cost of goods sold	64.2%	62.7%	150	63.0%	63.6%	63.5%	67.7%	73.6%
Percent of Total Retail Revenue:								
Advertising (1)	6.6%	5.5%	110	6.8%	6.9%	5.1%	4.8%	4.5%
Compensation and benefits	10.3%	10.2%	10	10.1%	10.4%	11.2%	12.4%	11.9%
Occupancy (1)	7.2%	6.1%	110	6.2%	5.6%	5.4%	6.2%	7.1%
All other (1)	1.0%	1.0%	0	0.6%	0.6%	1.1%	1.0%	1.1%
Total SG&A	25.1%	22.8%	230	23.7%	23.5%	22.8%	24.4%	24.6%

(1) All periods adjusted to conform to current presentation.

Available Liquidity

($ in millions)



Debt (net of cash) to Stockholder's Equity	1.1X	2.3X	2.2X
Debt (net of cash) as % of Portfolio Balance	52%	78%	78%
Average Inventory per Store	$1.4	$2.0	$1.7
Average Accounts Payable per Store	$1.0	$0.8	$0.9
Accounts Payable as % of Inventory	70%	43%	54%

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