Conn's HomePlus

Investor Presentation

Q2 FY 2021
(Nasdaq: CONN)

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 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; the effects of epidemics or pandemics, including the COVID-19 outbreak; the impact of our previous restatement and correction of the Company's previously issued financial statements; the previously identified material weakness in the Company's internal control over financial reporting and the Company's ability to remediate that material weakness; the initiation of legal or regulatory proceedings with respect to the prior restatement and corrections; the adverse effects on the Company's business, results of operations, financial condition and stock price as a result of the previous restatement and correction process; and other risks detailed in Part I, Item IA, Risk Factors, in our Annual Report on Form 10-K for the fiscal year ended January 31, 2020 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 the consolidated financial statements, which are prepared and presented in accordance with accounting principles generally accepted in the United States of America ("GAAP"), the Company also provides the following non -GAAP financial measures: retail segment adjusted operating income, retail segment adjusted operating margin, credit segment adjusted operating income (loss), credit segment adjusted operating margin, adjusted net income and adjusted net income per diluted share. These non-GAAP financial measures are not meant to be considered as a substitute for, or superior to, comparable GAAP measures and should be considered in addition to results presented in accordance with GAAP. They 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 greater 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. Our reconciliations of non-GAAP financial measures to GAAP financial measures are located in the appendix to this presentation.

Conn's Overview:
Creating Possibilities for our Customers

Investment Highlights

Retail + credit business model provides unmatched customer value proposition

Resilient business providing essential home products throughout 143 showrooms in 14 states

Emerging e-commerce business with focus on accelerating and increasing investments in digital and omnichannel capabilities

Leading Credit Offerings Across the Full Credit Spectrum

Cash/Credit Card
FY21 YTD - ~16% of sales
FY20 - ~7%% of sales

Conn's Credit
Near Prime Credit Offering
FY21 YTD - ~55% of sales
FY20 - ~68% of sales

Synchrony
Prime Credit Offering
FY21 YTD - ~21% of sales
FY20 - ~18% of sales

L-T-O
Installment Payment Offering
FY21 YTD - ~8% of sales
FY20 - ~7% of sales

Highlights

Retail Net Revenue $1.1B LTM	Credit FC&O $367M LTM	Retail GM 38.3% LTM	E-commerce growth of 254% YOY LTM
Over 578K Customer Accounts as of 7/31/20	$1.4B Portfolio Balance as of 7/31/20	Over 4K Associates as of 9/3/20	143 Retail Locations as of 9/3/20

High-Quality and Durable Home Products

Appliances
~37% of LTM Sales

Furniture & Mattress
~33% of LTM Sales

Consumer Electronics
~20% of LTM Sales

Home Office
~7% of LTM Sales

Note: Other products represented ~2% of LTM sales
Note: LTM period represents the 12 months ended July 31, 2020
Note: Conn's Credit FY20 and FY21 YTD percentage of sales include down payments received
L-T-O = Lease-to-Own

Synergies Between Retail and Credit Offerings Differentiates Conn's From Competitors

Highly Profitable Retail Business

Focus on aspirational products and better/ best retail strategy drives profitable retail business that supports strong corporate earnings

Unique Competitive Advantage

Hybrid business model is difficult to replicate, requires a significant amount of capital and sophistication, and creates a unique competitive advantage

Breakeven Credit Strategy

Breakeven credit strategy allows us to provide an affordable in-house financing offering to our underserved core customer that is unmatched by standalone credit companies

Comparable retailers lack the breadth of financing options and best-in-class customer experience, while other credit companies cannot provide similarly priced financing programs to our core customer

Building Long-Standing Relationships by Supporting Our Customers, Communities and Employees Throughout the COVID-19 Crisis

Supporting our Customers

Implemented payment relief programs for customers negatively affected by COVID-19

- Provides customers with the flexibility to manage their finances through these difficult times

Maintained retail and credit operations throughout crisis

- Processes and procedures in place to maintain appropriate health and safety measures
- Focusing on enhancing digital capabilities to streamline the consumer experience, where appropriate

Supporting our Communities

For over 130 years Conn's has supported its local communities regardless of the economic cycle or environment

Conn's Cares empowers children in our local communities and beyond to dream, learn, connect, and succeed

Worked with local officials to maintain operations in order to provide essential home related products and affordable financing offerings throughout the COVID-19 crisis and importantly during shelter-in-place mandates

Supporting our Employees

Implemented enhanced health and safety protocols in order to protect and safeguard the health and wellness of our employees

Modified operations and hours to better meet the needs of our employees

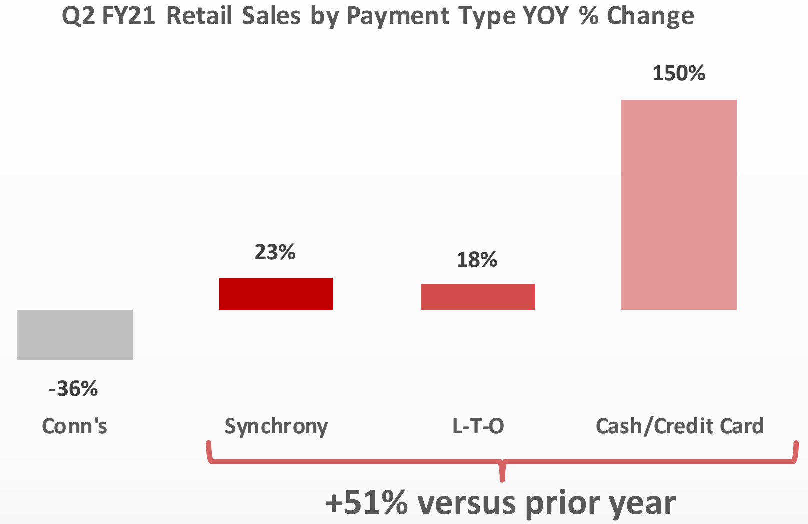
Implemented a work from home program for our corporate and call center teams to provide the flexibility needed during these challenging times

Temporarily increased hourly wages by $2 per hour to support our front-line employees

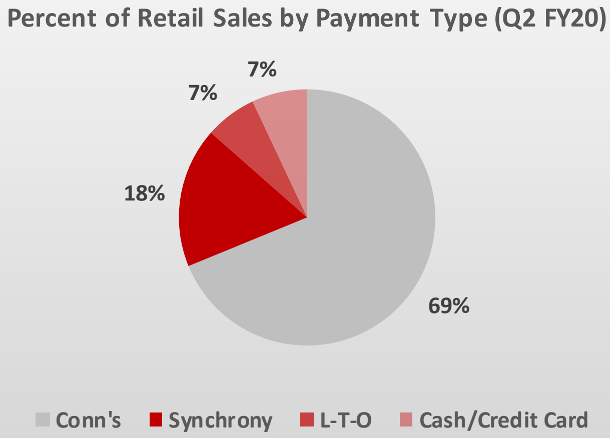
Navigating the Changing Environment

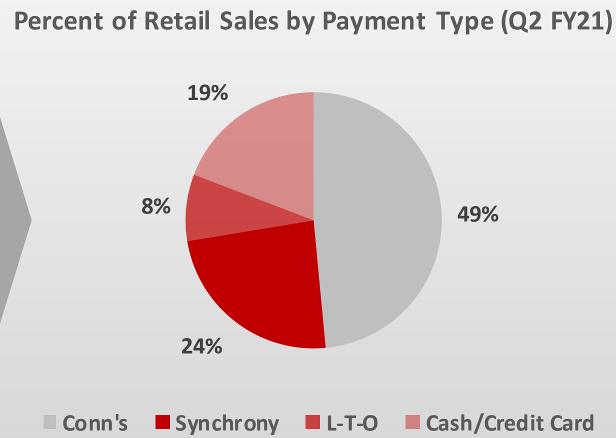
Focused on Serving our Customers	• Adjusted operations to ensure we are protecting the health and safety of our customers and employees • Providing essential home products, affordable financing options, and superior customer service • Offered financial relief programs to customers impacted by COVID-19
Resilient Business and Operating Model	• We have the flexibility to tighten credit while still providing consumers with alternative financing options as a result of our multiple third-party partnerships and diverse credit options • Q2 cash and third-party payment sales grew 51% versus the same period last fiscal year
Conservative Credit Approach	• Implemented prudent underwriting changes beginning in mid-March 2020 associated with the COVID-19 crisis • Credit approach remains conservative to mitigate potential impacts of high unemployment and economic uncertainty • Unprecedented shift to cash and third-party payment sales de-risks credit segment
Focused Investments and Streamlined Operations	• Slowed new showroom growth plans and delayed Florida expansion • Accelerating and increasing investments in digital and omnichannel capabilities • Q2 SG&A expenses declined 9.6%, despite 14 more showrooms open this fiscal year than last fiscal year
Signficant Liquidity and Operating Cash Flow	• Strong third-party sales and contracting portfolio generates significant operating cash flow • Fiscal YTD operating cash flow was $306 million at July 31, 2020 an increase of 242% from July 31, 2019 • Strengthening balance sheet and liquidity position as net debt as % of portfolio balance declined by 8.9 percentage points from January 31, 2020

Cash and Third-Party Sales Grew 51% Compared to the Prior Fiscal Year Reflecting Strong Demand for Home-Related Products



Balance of sale by payment type has shifted materially versus Q2 of last fiscal year driven by proactive underwriting changes and strong cash and third-party sales

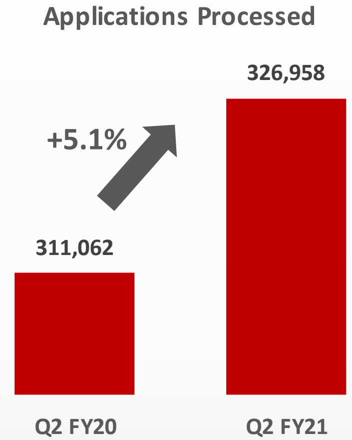




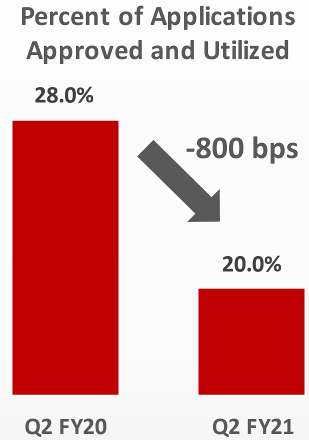
Note: Conn's Credit Q2 FY20 and Q2 FY21 percentage of retail sales include down payments received

Sales financed by Conn's in-house credit declined by 36% from the prior fiscal year period as a result of tighter underwriting, despite an increase in applications

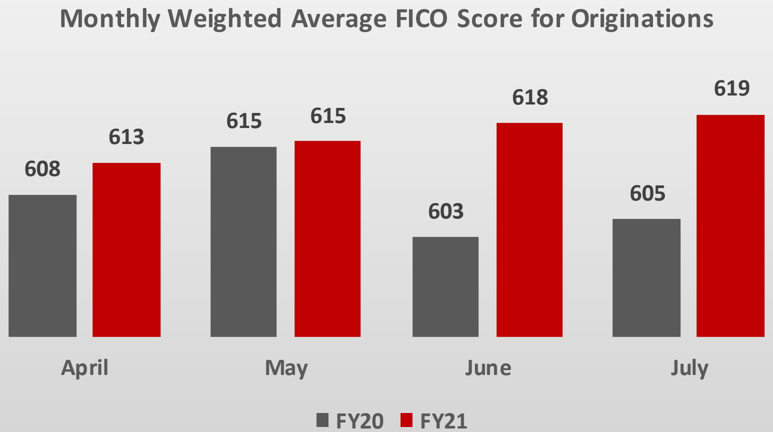
Strong application trends reflect consumer willingness to spend



Conservative underwriting approach resulting in a decline in approved and utilized applications

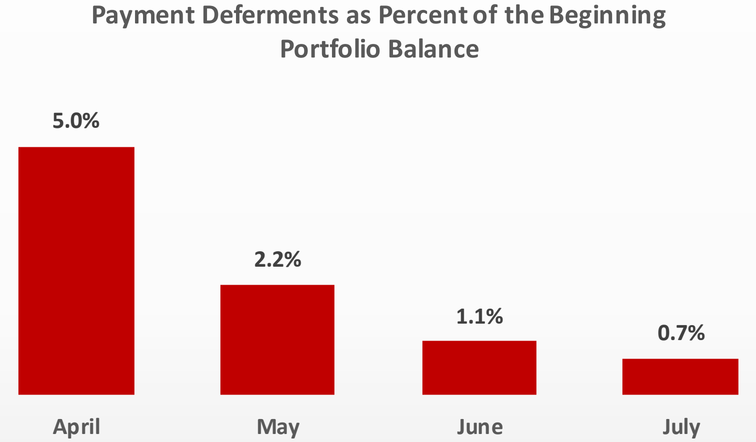


Credit quality of originated loans improving as a result of better applicant quality and tighter underwriting

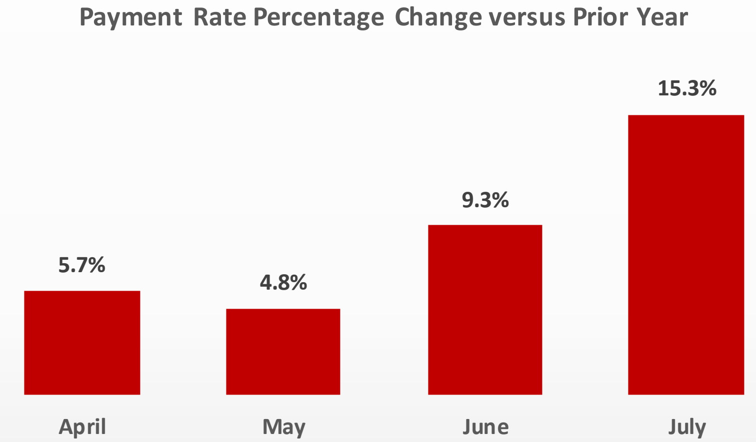


Positive Portfolio Performance Driven by Higher Quality Originations and Government Stimulus

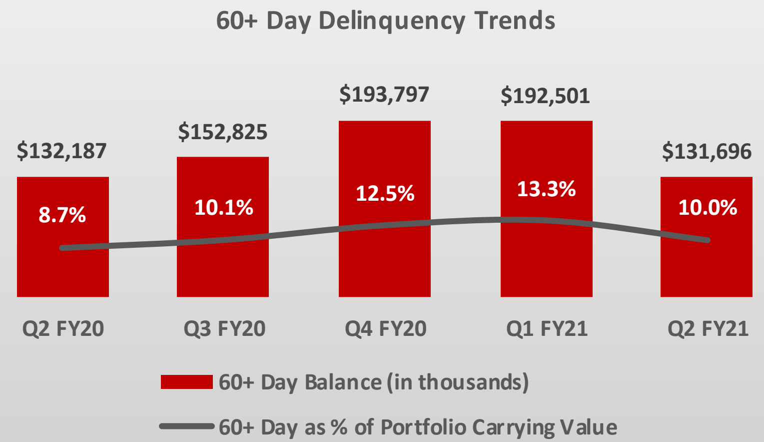
Payment deferrals as a percent of the portfolio balance has declined from the peak in April and was below pre-COVID levels in July



Government stimulus and strong collection execution driving year-over-year increases in payment rate

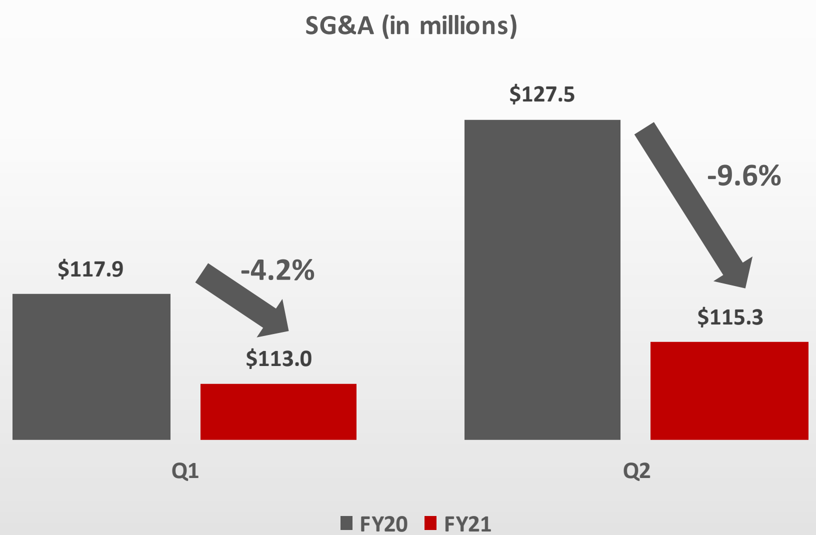


60+ day delinquency balance declined by over $62 million year-to-date



Disciplined Cost Control Continues to Drive Year-Over-Year Reduction in SG&A

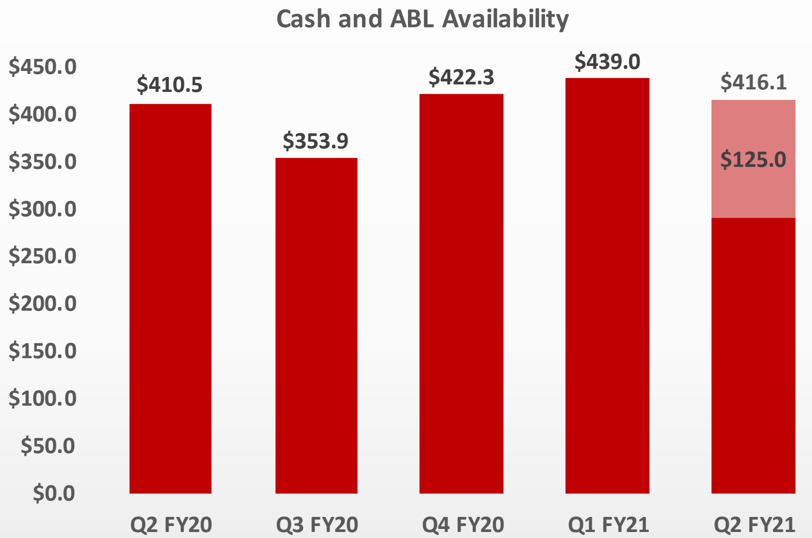
- **Lowered operating expenses in mid-March across several categories**
  - Reduced marketing and advertising, discretionary spend, store and corporate labor expenses and base salaries of executives and certain other salaried employees
- **Continue to proactively evaluate and adjust all controllable expenses as the environment requires**



	Q1 FY20		Q1 FY21	Q2 FY20		Q2 FY21
Ending Stores	127	→	139	131	→	141
		+9.4%			+7.6%	

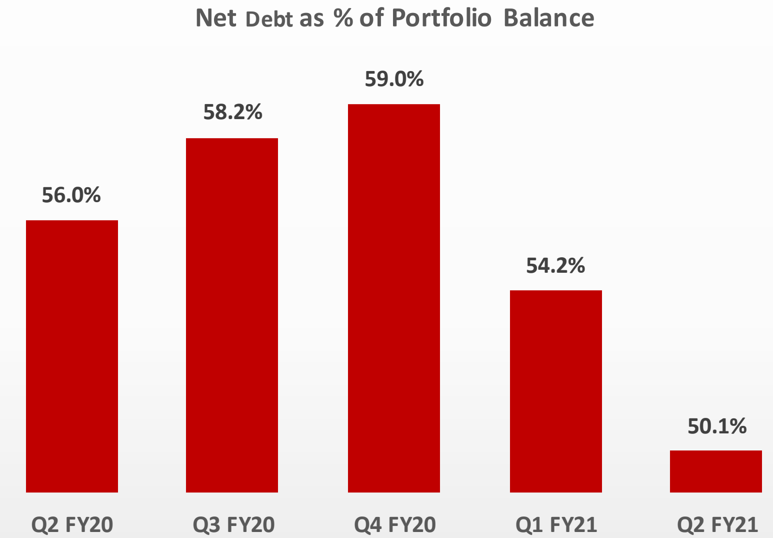
Strong Liquidity and Capital Position

Strong liquidity position to manage COVID-19 uncertainty



- $650 million facility size with four-year term to manage the business through uncertainty
- Minimum liquidity requirement of $125 million pursuant to the Third Amendment of our Revolving Credit Facility entered into on June 5, 2020 during covenant relief period

Year-over-year increase in operating cash flow driving reduction in net debt as a percent of the portfolio balance



- Net debt as a percent of the portfolio balance has declined 8.9 percentage points from 59.0% at January 31, 2020
- Generated $306 million of operating cash flow in the first half of the fiscal year

Second Quarter Fiscal 2021 Highlights

($ in millions, except per share amounts)	Q2 FY21	Q2 FY20	Variance
Revenues:			
Net sales	$ 279.7	$ 306.1	$ (26.3)
Finance charges and other revenues	87.2	95.0	(7.8)
Total revenues	**$ 366.9**	**$ 401.1**	**$ (34.1)**
Costs and expenses:			
Cost of goods sold	$ 176.6	$ 182.1	$ (5.5)
Selling, general and administrative expense	115.3	127.5	(12.2)
Provision for bad debts	32.0	49.7	(17.7)
Charges and credits	1.5	-	1.5
Total costs and expenses	**325.5**	**359.3**	**(33.8)**
Operating income	**41.4**	**41.8**	**(0.4)**
Interest expense	13.2	14.4	(1.2)
Income before income taxes	**28.2**	**27.4**	**0.8**
Provision for income taxes	7.7	7.4	0.3
Net income	**$ 20.5**	**$ 20.0**	**$ 0.5**
Diluted Earnings Per Share	**$ 0.70**	**$ 0.62**	**$ 0.08**
Adjusted Net Income per Diluted Share	**$ 0.75**	**$ 0.62**	**$ 0.13**
Retail gross margin	36.9%	40.5%	-360 bps
SG&A as a percent of revenue	31.4%	31.8%	-40 bps
Net yield	23.2%	21.9%	130 bps
Charge-off percentage	21.0%	13.0%	800 bps
Credit spread	2.2%	8.9%	-670 bps
Effective tax rate	27.3%	27.0%	30 bps

Financial Highlights

- Diluted earnings per share of $0.70, compared to $0.62 in Q2 of last year
- Year-over-year reduction in SG&A expense of 9.6%, despite 14 more showrooms open this fiscal year than last fiscal year

Retail

- Total retail sales declined (8.6)% compared to Q2 last fiscal year, including a same store sales decline of (13.2)%. Same store sales were impacted by COVID-19 as higher appliance sales were offset by:
  - More stringent underwriting standards made in response to the COVID-19 crisis
  - Inventory shortages driven by manufacturing and logistics issues across the supply chain
- Retail gross margin of 36.9%, 360 bps points lower than Q2 last fiscal year, driven primarily by product mix shift, deleveraging of fixed expenses on lower sales and lower retrospective RSA commissions

Credit

- Finance charges and other revenue declined (8.2%) primarily driven by a decline in the average portfolio balance and a reduction in insurance commissions due to a decline in the utilization of our in-house credit financing and a decrease in insurance retrospective commissions
- 60+ day delinquency balance declined over $60 million sequentially in Q2 versus a $3 million sequential increase in Q2 last fiscal year
- Decrease in provision for bad debts driven primarily by a decrease in Conn's financing penetration and strong cash collections, partially offset by higher net charge-offs

Due to rounding, numbers presented above may not add up precisely to the totals provided and percentages may not precisely reflect absolute figures.

Adjusted Net Income (Loss) and Adjusted Net Income (Loss) per Diluted Share

	Three Months Ended July 31,		Six Months Ended July 31,	
($ in millions, except per share amounts)	**2020**	**2019**	**2020**	**2019**
Net income (loss), as reported	$20.5	$20.0	($35.7)	$39.5
Adjustments:				
Professional fees [(1)]	1.5	-	3.6	-
Facility relocation costs [(2)]	-	-	-	(0.7)
Tax impact of adjustments	(0.3)	-	(0.8)	0.2
Net income (loss), as adjusted	**$21.7**	**$20.0**	**($32.9)**	**$38.9**
Weighted average common shares outstanding - Diluted	29,140,546	31,958,704	28,948,216	32,198,024
Diluted earnings (loss) per share:				
As reported	$ 0.70	$ 0.62	$ (1.23)	$ 1.23
As adjusted	$ 0.75	$ 0.62	$ (1.14)	$ 1.21

(1) Represents professional fees associated with non-recurring expenses.

(2) Represents a gain from increased sublease income related to the consolidation of our corporate headquarters.

Due to rounding, numbers presented above may not add up precisely to the totals provided and percentages may not precisely reflect absolute figures.