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SECURITIES AND EXCHANGE COMMISSION  
Washington, D.C. 20549

SCHEDULE 13D

Under the Securities Exchange Act of 1934

**Conn's Inc.**

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(Name of Issuer)

**Common Stock, par value \$0.01 per share**

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(Title of Class of Securities)

**208242107**

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(CUSIP Number)

**Todd Ferguson  
111 Center St.,  
Little Rock, AR, 72201  
501.377.2000**

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(Name, Address and Telephone Number of Person Authorized to Receive Notices and Communications)

**12/26/2024**

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(Date of Event Which Requires Filing of This Statement)

If the filing person has previously filed a statement on Schedule 13G to report the acquisition that is the subject of this Schedule 13D, and is filing this schedule because of §§ 240.13d-1(e), 240.13d-1(f) or 240.13d-1(g), check the following box.

The information required on the remainder of this cover page shall not be deemed to be "filed" for the purpose of Section 18 of the Securities Exchange Act of 1934 ("Act") or otherwise subject to the liabilities of that section of the Act but shall be subject to all other provisions of the Act (however, see the Notes).

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SCHEDULE 13D

CUSIP No. 208242107

Name of reporting person

1  
Stephens Investments Holdings LLC

Check the appropriate box if a member of a Group (See Instructions)

2  
 (a)  
 (b)

3 SEC use only  
Source of funds (See Instructions)

4 AF  
Check if disclosure of legal proceedings is required pursuant to Items 2(d) or 2(e)

5   
Citizenship or place of organization

6 ARKANSAS

7 Sole Voting Power

Number of Shares Beneficially Owned by Each Reporting Person With: 8 560,756.00  
Shared Voting Power  
0.00  
Sole Dispositive Power  
9 560,756.00  
Shared Dispositive Power  
10 0.00

11 Aggregate amount beneficially owned by each reporting person  
560,756.00

12 Check if the aggregate amount in Row (11) excludes certain shares (See Instructions)

13   
Percent of class represented by amount in Row (11)

14 2.3 %  
Type of Reporting Person (See Instructions)

OO

**Comment for Type of Reporting Person:** Ownership percentage based on 24,885,975 shares of Common Stock outstanding as of April 15, 2024, as reported in the Issuer's annual report on Form 10-K filed with the SEC on April 18, 2024.

## SCHEDULE 13D

**CUSIP No.** 208242107

1 Name of reporting person  
Stephens Inc.  
Check the appropriate box if a member of a Group (See Instructions)

2  (a)  
 (b)

3 SEC use only  
Source of funds (See Instructions)

4 WC  
Check if disclosure of legal proceedings is required pursuant to Items 2(d) or 2(e)

5   
Citizenship or place of organization

6 ARKANSAS

Number of 7 Sole Voting Power

Shares Beneficially Owned by Each Reporting Person With: 82,430.00 Shared Voting Power 8 33,775.00 Sole Dispositive Power 9 82,430.00 Shared Dispositive Power 10 33,775.00

11 Aggregate amount beneficially owned by each reporting person

116,205.00

12 Check if the aggregate amount in Row (11) excludes certain shares (See Instructions)

Percent of class represented by amount in Row (11)

13 0.5 %

14 Type of Reporting Person (See Instructions)

BD, CO

**Comment for Type of Reporting Person:** Ownership percentage based on 24,885,975 shares of Common Stock outstanding as of April 15, 2024, as reported in the Issuer's annual report on Form 10-K filed with the SEC on April 18, 2024.

## SCHEDULE 13D

**CUSIP No.** 208242107

1 Name of reporting person

Harriet C. Stephens Trust

Check the appropriate box if a member of a Group (See Instructions)

2  (a)

(b)

3 SEC use only

4 Source of funds (See Instructions)

WC

5 Check if disclosure of legal proceedings is required pursuant to Items 2(d) or 2(e)

6 Citizenship or place of organization

ARKANSAS

Sole Voting Power

7

Number of Shares Beneficially Owned by Each Reporting Person With: 262,852.00

Shared Voting Power

8

0.00

Sole Dispositive Power

9

262,852.00

Shared Dispositive Power

10

0.00

11 Aggregate amount beneficially owned by each reporting person  
 262,852.00  
 Check if the aggregate amount in Row (11) excludes certain shares (See Instructions)

12   
 Percent of class represented by amount in Row (11)

13 1.1 %  
 Type of Reporting Person (See Instructions)

14 OO

**Comment for Type of Reporting Person:** Ownership percentage based on 24,885,975 shares of Common Stock outstanding as of April 15, 2024, as reported in the Issuer's annual report on Form 10-K filed with the SEC on April 18, 2024.

## SCHEDULE 13D

**CUSIP No.** 208242107

1 Name of reporting person  
 Curtis F. Bradbury, Jr.  
 Check the appropriate box if a member of a Group (See Instructions)

2  (a)  
 (b)

3 SEC use only  
 Source of funds (See Instructions)

4 PF  
 Check if disclosure of legal proceedings is required pursuant to Items 2(d) or 2(e)

5   
 Citizenship or place of organization

6 ARKANSAS  
 Sole Voting Power

7 195,194.00  
 Shared Voting Power

8 0.00  
 Sole Dispositive Power

9 195,194.00  
 Shared Dispositive Power

10 0.00  
 Aggregate amount beneficially owned by each reporting person

11 195,194.00  
 Check if the aggregate amount in Row (11) excludes certain shares (See Instructions)

12   
 Percent of class represented by amount in Row (11)

13 0.8 %  
 Type of Reporting Person (See Instructions)

14

IN

**Comment for Type of Reporting Person:** Shares owned indirectly through Bradbury Holdings LLLP, a limited liability limited partnership owned and controlled by reporting person. Ownership percentage based on 24,885,975 shares of Common Stock outstanding as of April 15, 2024, as reported in the Issuer's annual report on Form 10-K filed with the SEC on April 18, 2024.

## SCHEDULE 13D

**CUSIP No.** 208242107

Name of reporting person

1

Douglas H. Martin

Check the appropriate box if a member of a Group (See Instructions)

2

(a)

(b)

3

SEC use only

Source of funds (See Instructions)

4

PF

Check if disclosure of legal proceedings is required pursuant to Items 2(d) or 2(e)

5

Citizenship or place of organization

6

ARKANSAS

Sole Voting Power

7

177,347.00

Number of Shares Beneficially

Shared Voting Power

Owned by Each Reporting Person

8

7,139.00

Sole Dispositive Power

9

177,347.00

With:

Shared Dispositive Power

10

7,139.00

Aggregate amount beneficially owned by each reporting person

11

184,486.00

Check if the aggregate amount in Row (11) excludes certain shares (See Instructions)

12

Percent of class represented by amount in Row (11)

13

0.7 %

Type of Reporting Person (See Instructions)

14

IN

**Comment for Type of Reporting Person:** Aggregate amount includes 130,270 shares owned by Douglas H. Martin Trust UID 4-18-2014, as to which Mr. Martin, as sole Trustee of the trusts, has sole voting power and sole dispositive power. Also includes 7,139 shares owned by Mr. Martin's children as to which Mr. Martin has shared voting and dispositive power pursuant to powers of attorney. Also includes 47,077 shares owned through a Roth IRA account as to which Mr. Martin has sole voting and dispositive power. Ownership percentage based on 24,885,975 shares of Common Stock outstanding as of April 15, 2024, as reported in the Issuer's annual report on Form 10-K filed with the SEC on April 18, 2024.

SCHEDULE 13D

CUSIP No. 208242107

1 Name of reporting person  
Warren A. Stephens  
Check the appropriate box if a member of a Group (See Instructions)

2  (a)  
 (b)

3 SEC use only  
Source of funds (See Instructions)

4 PF  
Check if disclosure of legal proceedings is required pursuant to Items 2(d) or 2(e)

5   
Citizenship or place of organization

6 ARKANSAS  
Sole Voting Power

7 1,674,791.00  
Number of Shares Beneficially Owned by Each Reporting Person

8 Shared Voting Power  
708,413.00  
Sole Dispositive Power

9 1,674,791.00  
With: Shared Dispositive Power

10 708,413.00  
Aggregate amount beneficially owned by each reporting person

11 2,383,204.00  
Check if the aggregate amount in Row (11) excludes certain shares (See Instructions)

12   
Percent of class represented by amount in Row (11)

13 9.6 %  
Type of Reporting Person (See Instructions)

14 IN

**Comment for Type of Reporting Person:** Aggregate amount includes 560,756 shares owned by Stephens Investments Holdings LLC as to which Mr. Stephens, as Manager of the LLC, may be deemed to have sole voting power and sole dispositive power. Also includes 82,430 shares owned by Stephens Inc. as to which Mr. Stephens, as President of Stephens Inc., may be deemed to have sole voting power and sole dispositive power, and 33,775 shares held in discretionary trading accounts on behalf of clients of Stephens Inc. as to which Mr. Stephens, as President of Stephens Inc., may be deemed to have shared voting power and shared dispositive power. Also includes 285,000 shares owned by Warren A. Stephens Roth IRA. Also includes 262,852 shares owned by Harriet C. Stephens Trust, 143,334 shares owned by Laura Whitaker Stephens Family Trust One, and 257,452 shares owned by Laura Whitaker Stephens WAS Family Trust Five, as to which Harriet C. Stephens is Trustee of the trusts and as to which Mr. Stephens may be deemed to have shared voting and dispositive power with Ms. Stephens. Also includes 11,000 shares owned by Harriet and Warren Stephens Family Foundation as to which Mr. Stephens, as co-trustee, may be deemed to have shared voting power and shared dispositive power with Ms. Stephens. Also includes 746,605 shares owned by Warren A. Stephens Trust UID 9/30/87 for which Mr. Stephens is sole trustee. Ownership percentage based on 24,885,975 shares of Common Stock outstanding as of April 15, 2024, as reported in the Issuer's annual report on Form 10-K filed with the SEC on April 18, 2024.

SCHEDULE 13D

CUSIP No. 208242107

1 Name of reporting person

Harriet C. Stephens

Check the appropriate box if a member of a Group (See Instructions)

2  (a)

(b)

3 SEC use only

Source of funds (See Instructions)

4 PF

Check if disclosure of legal proceedings is required pursuant to Items 2(d) or 2(e)

5

Citizenship or place of organization

6 ARKANSAS

Sole Voting Power

7 Number of Shares Beneficially Owned by Each Reporting Person With:

674,638.00

Shared Voting Power

8 Owned by Each Reporting Person With:

0.00

Sole Dispositive Power

9 Owned by Each Reporting Person With:

674,638.00

Shared Dispositive Power

10 Aggregate amount beneficially owned by each reporting person

674,638.00

11 Check if the aggregate amount in Row (11) excludes certain shares (See Instructions)

12 Percent of class represented by amount in Row (11)

2.7 %

13 Type of Reporting Person (See Instructions)

14 IN

**Comment for Type of Reporting Person:** Aggregate amount includes 262,852 shares owned by Harriet C. Stephens Trust, 143,334 shares owned by Laura Whitaker Stephens Family Trust One, and 257,452 shares owned by Laura Whitaker Stephens Family Trust Five, for which Harriet C. Stephens is Trustee and as to which Ms. Stephens may be deemed to have shared voting and dispositive power with Warren Stephens. Also includes 11,000 shares owned by Harriet and Warren Stephens Family Foundation for which Ms. Stephens, as co-trustee, may be deemed to have shared voting power and shared dispositive power with Mr. Stephens. Ownership percentage based on 24,885,975 shares of Common Stock outstanding as of April 15, 2024, as reported in the Issuer's annual report on Form 10-K filed with the SEC on April 18, 2024.

SCHEDULE 13D

CUSIP No. 208242107

1 Name of reporting person

Harriet and Warren Stephens Family Foundation

Check the appropriate box if a member of a Group (See Instructions)

2

(a)

(b)

3

SEC use only

Source of funds (See Instructions)

4

PF

Check if disclosure of legal proceedings is required pursuant to Items 2(d) or 2(e)

5

Citizenship or place of organization

6

ARKANSAS

Sole Voting Power

7

11,000.00

Number of  
Shares

Shared Voting Power

Beneficially 8

Owned by

0.00

Each

Sole Dispositive Power

Reporting 9

Person

11,000.00

With:

Shared Dispositive Power

10

0.00

Aggregate amount beneficially owned by each reporting person

11

11,000.00

Check if the aggregate amount in Row (11) excludes certain shares (See Instructions)

12

Percent of class represented by amount in Row (11)

13

0 %

Type of Reporting Person (See Instructions)

14

OO

**Comment for Type of Reporting Person:** Ownership percentage based on 24,885,975 shares of Common Stock outstanding as of April 15, 2024, as reported in the Issuer's annual report on Form 10-K filed with the SEC on April 18, 2024.

SCHEDULE 13D

CUSIP No. 208242107

Name of reporting person

1

Miles A. Stephens WAS Grantor Trust

Check the appropriate box if a member of a Group (See Instructions)

2

(a)

(b)

3

SEC use only

Source of funds (See Instructions)

4

OO

5

Check if disclosure of legal proceedings is required pursuant to Items 2(d) or 2(e)



6 Citizenship or place of organization  
 ARKANSAS  
 Sole Voting Power  
 7  
 Number of Shares 128,450.00  
 Beneficially Owned by Each Reporting Person 8  
 Shared Voting Power  
 0.00  
 Sole Dispositive Power  
 9  
 With: 128,450.00  
 Shared Dispositive Power  
 10  
 0.00  
 Aggregate amount beneficially owned by each reporting person  
 11  
 128,450.00  
 Check if the aggregate amount in Row (11) excludes certain shares (See Instructions)  
 12  
  
 13 Percent of class represented by amount in Row (11)  
 0.5 %  
 Type of Reporting Person (See Instructions)  
 14  
 OO

**Comment for Type of Reporting Person:** Ownership percentage based on 24,885,975 shares of Common Stock outstanding as of April 15, 2024, as reported in the Issuer's annual report on Form 10-K filed with the SEC on April 18, 2024.

## SCHEDULE 13D

**CUSIP No.** 208242107

1 Name of reporting person  
 John C. Stephens WAS Grantor Trust  
 Check the appropriate box if a member of a Group (See Instructions)  
 2  
 (a)  
 (b)  
 3 SEC use only  
 Source of funds (See Instructions)  
 4  
 OO  
 Check if disclosure of legal proceedings is required pursuant to Items 2(d) or 2(e)  
 5  
  
 6 Citizenship or place of organization  
 ARKANSAS  
 Number of Shares 7  
 Sole Voting Power  
 Beneficially Owned by Each Reporting Person 8  
 128,450.00  
 Shared Voting Power  
 0.00

Person With: 9 Sole Dispositive Power  
 128,450.00  
 Shared Dispositive Power  
 10  
 0.00  
 Aggregate amount beneficially owned by each reporting person  
 11  
 128,450.00  
 Check if the aggregate amount in Row (11) excludes certain shares (See Instructions)  
 12  
  
 Percent of class represented by amount in Row (11)  
 13  
 0 %  
 Type of Reporting Person (See Instructions)  
 14  
 OO

## SCHEDULE 13D

**CUSIP No.** 208242107

Name of reporting person  
 1  
 Laura W. Stephens WAS Grantor Trust  
 Check the appropriate box if a member of a Group (See Instructions)  
 2  
 (a)  
 (b)  
 3  
 SEC use only  
 Source of funds (See Instructions)  
 4  
 OO  
 Check if disclosure of legal proceedings is required pursuant to Items 2(d) or 2(e)  
 5  
  
 Citizenship or place of organization  
 6  
 ARKANSAS  
 Sole Voting Power  
 7  
 Number of Shares Beneficially Owned by Each Reporting Person With: 8  
 128,450.00  
 Shared Voting Power  
 0.00  
 Sole Dispositive Power  
 9  
 128,450.00  
 Shared Dispositive Power  
 10  
 0.00  
 Aggregate amount beneficially owned by each reporting person  
 11  
 128,450.00  
 Check if the aggregate amount in Row (11) excludes certain shares (See Instructions)  
 12  
  
 Percent of class represented by amount in Row (11)  
 13

0.5 %

Type of Reporting Person (See Instructions)

14

OO

**Comment for Type of Reporting Person:** Ownership percentage based on 24,885,975 shares of Common Stock outstanding as of April 15, 2024, as reported in the Issuer's annual report on Form 10-K filed with the SEC on April 18, 2024.

### SCHEDULE 13D

**CUSIP No.** 208242107

Name of reporting person

1

Paula W. & John P. Calhoun Family Trust - JCS

Check the appropriate box if a member of a Group (See Instructions)

2

(a)

(b)

3

SEC use only

Source of funds (See Instructions)

4

OO

Check if disclosure of legal proceedings is required pursuant to Items 2(d) or 2(e)

5

Citizenship or place of organization

6

ARKANSAS

Sole Voting Power

7

113,734.00

Number of Shares

Shared Voting Power

Beneficially 8

0.00

Owned by Each

Sole Dispositive Power

Reporting 9

113,734.00

Person With:

Shared Dispositive Power

10

0.00

Aggregate amount beneficially owned by each reporting person

11

113,734.00

Check if the aggregate amount in Row (11) excludes certain shares (See Instructions)

12

Percent of class represented by amount in Row (11)

13

0.5 %

Type of Reporting Person (See Instructions)

14

OO

**Comment for Type of Reporting Person:** Ownership percentage based on 24,885,975 shares of Common Stock outstanding as of April 15, 2024, as reported in the Issuer's annual report on Form 10-K filed with the SEC on April 18, 2024.

SCHEDULE 13D

CUSIP No. 208242107

1 Name of reporting person  
Paula W. & John P. Calhoun Family Trust - LWS  
Check the appropriate box if a member of a Group (See Instructions)

2  (a)  
 (b)

3 SEC use only  
Source of funds (See Instructions)

4 OO

5 Check if disclosure of legal proceedings is required pursuant to Items 2(d) or 2(e)

6 Citizenship or place of organization  
ARKANSAS

7 Sole Voting Power  
113,734.00

Number of Shares Beneficially Owned by Each Reporting Person With: 8 Shared Voting Power  
0.00

9 Sole Dispositive Power  
113,734.00

10 Shared Dispositive Power  
0.00

11 Aggregate amount beneficially owned by each reporting person  
113,734.00

12 Check if the aggregate amount in Row (11) excludes certain shares (See Instructions)

13 Percent of class represented by amount in Row (11)  
0.5 %

14 Type of Reporting Person (See Instructions)  
OO

**Comment for Type of Reporting Person:** Ownership percentage based on 24,885,975 shares of Common Stock outstanding as of April 15, 2024, as reported in the Issuer's annual report on Form 10-K filed with the SEC on April 18, 2024.

SCHEDULE 13D

CUSIP No. 208242107

1 Name of reporting person  
Warren Miles Amerine Stephens

2 Check the appropriate box if a member of a Group (See Instructions)

(a)

(b)

3 SEC use only  
Source of funds (See Instructions)

4 OO  
Check if disclosure of legal proceedings is required pursuant to Items 2(d) or 2(e)

5   
Citizenship or place of organization

6 ARKANSAS

Sole Voting Power

7

997,960.00

Number of Shares Beneficially

Shared Voting Power

8

227,468.00

Owned by Each Reporting Person

Sole Dispositive Power

9

997,960.00

With: Shared Dispositive Power

10

227,468.00

Aggregate amount beneficially owned by each reporting person

11 1,225,428.00

Check if the aggregate amount in Row (11) excludes certain shares (See Instructions)

12   
Percent of class represented by amount in Row (11)

13 4.9 %

Type of Reporting Person (See Instructions)

14 IN

**Comment for Type of Reporting Person:** Aggregate amount includes 231,117 shares owned by Miles Stephens WHCT Trust, 128,450 shares owned by Miles A. Stephens WAS Grantor Trust, 22,619 shares owned by Warren Miles Amerine Stephens 2012 Trust, and 615,774 shares owned by Warren Miles Amerine Stephens Revocable Trust, for which Warren Miles Amerine Stephens serves as sole trustee and as to which he has sole voting and dispositive power. Also includes 113,734 shares owned by each of Paula W. & John P. Calhoun Family Trust - JCS, and Paula W. & John P. Calhoun Family Trust - LWS, for which Warren Miles Amerine Stephens, John Calhoun Stephens, and Laura Whitaker Stephens serve as co-trustees and as to which Warren Miles Amerine Stephens has shared voting and dispositive power. Ownership percentage based on 24,885,975 shares of Common Stock outstanding as of April 15, 2024, as reported in the Issuer's annual report on Form 10-K filed with the SEC on April 18, 2024.

## SCHEDULE 13D

**CUSIP No.** 208242107

Name of reporting person

1 John Calhoun Stephens

Check the appropriate box if a member of a Group (See Instructions)

2  (a)  
 (b)

3 SEC use only

4 Source of funds (See Instructions)

PF

Check if disclosure of legal proceedings is required pursuant to Items 2(d) or 2(e)

5



Citizenship or place of organization

6

ARKANSAS

Sole Voting Power

7

Number of Shares

861,607.00

Shared Voting Power

Beneficially Owned by

8

227,468.00

Each

Sole Dispositive Power

Reporting Person

9

861,607.00

With:

Shared Dispositive Power

10

227,468.00

Aggregate amount beneficially owned by each reporting person

11

1,089,075.00

Check if the aggregate amount in Row (11) excludes certain shares (See Instructions)

12



Percent of class represented by amount in Row (11)

13

4.4 %

Type of Reporting Person (See Instructions)

14

IN

**Comment for Type of Reporting Person:** Aggregate amount includes 101,257 shares owned by John Calhoun Stephens Revocable Trust, 231,117 shares owned by John Calhoun Stephens WHCT Trust, 128,450 shares owned by John C. Stephens WAS Grantor Trust, 143,333 shares owned by John Calhoun Stephens WAS Family Trust One, and 257,450 shares owned by John Calhoun Stephens WAS Family Trust Five, for which John Calhoun Stephens serves as sole trustee and has sole voting and dispositive power. Also includes 113,734 shares owned by each of Paula W. & John P. Calhoun Family Trust - JCS and Paula W. & John P. Calhoun Family Trust - LWS for which Warren Miles Amerine Stephens, John Calhoun Stephens, and Laura Whitaker Stephens serve as co-trustees and as to which John Calhoun Stephens has shared voting and dispositive power. Ownership percentage based on 24,885,975 shares of Common Stock outstanding as of April 15, 2024, as reported in the Issuer's annual report on Form 10-K filed with the SEC on April 18, 2024.

## SCHEDULE 13D

**CUSIP No.** 208242107

Name of reporting person

1

Laura Whitaker Stephens

Check the appropriate box if a member of a Group (See Instructions)

2

(a)

(b)

3

SEC use only

Source of funds (See Instructions)

4

PF

Check if disclosure of legal proceedings is required pursuant to Items 2(d) or 2(e)

5



6 Citizenship or place of organization

ARKANSAS

Sole Voting Power

7

Number of Shares 460,787.00

Shared Voting Power

Beneficially 8

Owned by 227,468.00

Each Reporting Person 9 Sole Dispositive Power

9

With: 460,787.00

Shared Dispositive Power

10

227,468.00

Aggregate amount beneficially owned by each reporting person

11

688,255.00

Check if the aggregate amount in Row (11) excludes certain shares (See Instructions)

12



Percent of class represented by amount in Row (11)

13

2.8 %

Type of Reporting Person (See Instructions)

14

IN

**Comment for Type of Reporting Person:** Aggregate amount includes 101,257 shares owned by Laura Whitaker Stephens Revocable Trust, 128,450 shares owned by Laura W. Stephens WAS Grantor Trust, and 231,080 shares owned by Laura Whitaker Stephens WHCT Trust for which Laura Whitaker Stephens serves as sole trustee and as to which she has sole voting and dispositive power. Also includes 113,734 shares owned by each of Paula W. & John P. Calhoun Family Trust - JCS and Paula W. & John P. Calhoun Family Trust - LWS for which Warren Miles Amerine Stephens, John Calhoun Stephens, and Laura Whitaker Stephens serve as co-trustees and as to which Laura Whitaker Stephens has shared voting and dispositive power. Ownership percentage based on 24,885,975 shares of Common Stock outstanding as of April 15, 2024, as reported in the Issuer's annual report on Form 10-K filed with the SEC on April 18, 2024.

## SCHEDULE 13D

**CUSIP No.** 208242107

Name of reporting person

1

John Calhoun Stephens Family Trust One

Check the appropriate box if a member of a Group (See Instructions)

2



(a)



(b)

3

SEC use only

Source of funds (See Instructions)

4

PF

Check if disclosure of legal proceedings is required pursuant to Items 2(d) or 2(e)

5



Citizenship or place of organization

6

ARKANSAS

Number of Shares 7 Sole Voting Power

Beneficially 143,333.00  
Owned by Shared Voting Power  
Each 8  
Reporting 0.00  
Person  
With: Sole Dispositive Power  
9  
143,333.00  
Shared Dispositive Power  
10  
0.00

11 Aggregate amount beneficially owned by each reporting person

11 143,333.00

12 Check if the aggregate amount in Row (11) excludes certain shares (See Instructions)

12

13 Percent of class represented by amount in Row (11)

13 0.6 %

14 Type of Reporting Person (See Instructions)

14 IN

**Comment for Type of Reporting Person:** Ownership percentage based on 24,885,975 shares of Common Stock outstanding as of April 15, 2024, as reported in the Issuer's annual report on Form 10-K filed with the SEC on April 18, 2024.

## SCHEDULE 13D

**CUSIP No.** 208242107

1 Name of reporting person

1 Laura Whitaker Stephens Family Trust One

2 Check the appropriate box if a member of a Group (See Instructions)

2  (a)

2  (b)

3 SEC use only

4 Source of funds (See Instructions)

4 PF

5 Check if disclosure of legal proceedings is required pursuant to Items 2(d) or 2(e)

5

6 Citizenship or place of organization

6 ARKANSAS

7 Sole Voting Power

Number of 143,333.00  
Shares

Beneficially 8 Shared Voting Power

Owned by 0.00

Each Sole Dispositive Power

Reporting 9

Person 143,333.00

With: Shared Dispositive Power

10 0.00

11 Aggregate amount beneficially owned by each reporting person



143,333.00

Check if the aggregate amount in Row (11) excludes certain shares (See Instructions)

12

Percent of class represented by amount in Row (11)

13

0.6 %

Type of Reporting Person (See Instructions)

14

OO

**Comment for Type of Reporting Person:** Ownership percentage based on 24,885,975 shares of Common Stock outstanding as of April 15, 2024, as reported in the Issuer's annual report on Form 10-K filed with the SEC on April 18, 2024.

## SCHEDULE 13D

**CUSIP No.** 208242107

Name of reporting person

1

Warren A. Stephens Trust

Check the appropriate box if a member of a Group (See Instructions)

2

(a)

(b)

3

SEC use only

Source of funds (See Instructions)

4

OO

Check if disclosure of legal proceedings is required pursuant to Items 2(d) or 2(e)

5

Citizenship or place of organization

6

ARKANSAS

Sole Voting Power

7

746,605.00

Number of  
Shares

Shared Voting Power

Beneficially  
Owned by

8

0.00

Each  
Reporting  
Person

9

Sole Dispositive Power

746,605.00

With:

Shared Dispositive Power

10

0.00

Aggregate amount beneficially owned by each reporting person

11

746,605.00

Check if the aggregate amount in Row (11) excludes certain shares (See Instructions)

12

Percent of class represented by amount in Row (11)

13

3 %

Type of Reporting Person (See Instructions)

14

OO

**Comment for Type of Reporting Person:** Ownership percentage based on 24,885,975 shares of Common Stock outstanding as of April 15, 2024, as reported in the Issuer's annual report on Form 10-K filed with the SEC on April 18, 2024.

## SCHEDULE 13D

### Item 1. Security and Issuer

Title of Class of Securities:

- (a) Common Stock, par value \$0.01 per share

Name of Issuer:

- (b) Conn's Inc.

Address of Issuer's Principal Executive Offices:

- (c) 2445 TECHNOLOGY FOREST BLVD, SUITE 800, The Woodlands, TEXAS , 77381.

**Item 1 Comment:** This Schedule 13D is intended to serve as Amendment No. 27 to the joint statement on Schedule 13D filed by the reporting persons with respect to the Common Stock, par value \$.01 per share (the "Common Stock"), of Conn's Inc., a Delaware corporation (the "Issuer"). This Amendment No. 27 amends and supplements (i) the statement originally filed on December 18, 2003 with the Securities and Exchange Commission (the "Commission") by the reporting persons, (ii) Amendment No. 1 to the statement filed on June 2, 2004 with the Commission by the reporting persons, (iii) Amendment No. 2 to the statement filed on September 17, 2007 with the Commission by the reporting persons, (iv) Amendment No. 3 to the statement filed on February 1, 2008 with the Commission by the reporting persons, (v) Amendment No. 4 to the statement filed on October 8, 2008 with the Commission by the reporting persons, (vi) Amendment No. 5 to the statement filed on November 18, 2009 with the Commission by the reporting persons, (vii) Amendment No. 6 to the statement filed on October 22, 2010 with the Commission by the reporting persons, (viii) Amendment No. 7 to the statement filed on November 9, 2010 with the Commission by the reporting persons, (ix) Amendment No. 8 to the statement filed on December 15, 2010 with the Commission by the reporting persons, (x) Amendment No. 9 to the statement filed on January 13, 2012 with the Commission by the reporting persons, (xi) Amendment No. 10 to the statement filed on April 23, 2012 with the Commission by the reporting persons, (xii) Amendment No. 11 to the statement filed on December 12, 2012 with the Commission by the reporting persons, (xiii) Amendment No. 12 to the statement filed on January 10, 2013 with the Commission by the reporting persons, (xiv) Amendment No. 13 to the statement filed on December 10, 2013 with the Commission by the reporting persons, (xv) Amendment No. 14 to the statement filed on February 29, 2016 with the Commission by the reporting persons, (xvi) Amendment No. 15 to the statement filed on March 21, 2016 with the Commission by the reporting persons, (xvii) Amendment No. 16 to the statement filed on April 8, 2016 with the Commission by the reporting persons, (xviii) Amendment No. 17 to the statement filed on July 20, 2016 with the Commission by the reporting persons, (xix) Amendment No. 18 to the statement filed on September 26, 2016, (xx) Amendment No. 19 to the statement filed on January 7, 2019, (xxi) Amendment No. 20 to the statement filed on May 13, 2019, (xxii) Amendment No. 21 to the statement filed on February 10, 2020, (xxiii) Amendment No. 22 to the statement filed on January 8, 2021, (xxiv) Amendment No. 23 to the statement filed on February 8, 2021, (xxv) Amendment No. 24 to the statement filed on December 6, 2021, (xxvi) Amendment No. 25 to the statement filed on February 2, 2024, and (xxvii) Amendment No. 26 to the statement filed on May 29, 2024 (collectively, the "Prior Filings" and collectively with this Amendment No. 27, this "Statement"). Unless otherwise defined herein, capitalized terms used herein shall have the meanings ascribed thereto in the Prior Filings. Except as set forth below, there are no changes to the Prior Filings.

### Item 2. Identity and Background

- (a) Item 2(a) of the Statement is hereby amended and supplemented as follows: See responses to row 1 on the cover pages of this Amendment No. 27.

- (b) Item 2(b) of the Statement is hereby amended and supplemented as follows: The business address of each of the reporting persons is 111 Center Street, Little Rock, Arkansas 72201.

- (c) Item 2(c) of the Statement is hereby amended and supplemented as follows: The present principal business of Stephens Investments Holdings LLC, Harriet C. Stephens Trust, Miles A. Stephens WAS Grantor Trust, John C. Stephens WAS Grantor Trust, Laura W. Stephens WAS Grantor Trust, Paula W. & John P. Calhoun Family Trust - JCS, Paula W. & John P. Calhoun Family Trust - LWS, John Calhoun Stephens Family Trust One, Laura Whitaker Stephens Family Trust One, and Warren A. Stephens Trust is owning investments in various companies. The present principal business of Stephens Inc. is operating as a broker dealer and registered investment advisor. The present principal business of Harriet and Warren Stephens Family Foundation is operating as a charitable foundation. Curtis F. Bradbury, Jr. is Vice Chairman of Stephens Inc. Douglas H. Martin is Senior Managing Director of Stephens Capital Partners. Warren A. Stephens is Chairman, President, and Chief Executive Officer of Stephens Inc. Harriet C. Stephens serves as trustee of various family trusts.

- (d) Item 2(d) of the Statement is hereby amended and supplemented as follows: None of the reporting persons has, during the last five years, been convicted in a criminal proceeding (excluding traffic violations or similar misdemeanors).

- (e) Item 2(e) of the Statement is hereby amended and supplemented as follows: None of the reporting persons was, during the last five years, a party to a civil proceeding of a judicial or administrative body of competent jurisdiction and as a result of such proceeding was or is subject to a judgment, decree or final order enjoining future violations of, or prohibiting or mandating activities subject to, federal or state securities laws or finding any violation with respect to such laws.
- (f) Arkansas
- Item 3. Source and Amount of Funds or Other Consideration  
Item 3 of the Prior Filings is incorporated herein by reference.
- Item 4. Purpose of Transaction  
Item 4 of the Statement is hereby amended and supplemented as follows: On December 26, 2024, (i) Warren A. Stephens Trust received a transfer, in a private transaction for no consideration, of 300,000 shares of the Common Stock from WAS Family Trust Eight, and (ii) Warren Miles Amerine Stephens transferred, in a private transaction for no consideration, 615,774 of the Common Stock from WMAS GRAT Three to Warren Miles Amerine Stephens Revocable Trust. On December 27, 2024, Douglas H. Martin transferred, in a private transaction for no consideration, 75,000 shares of the Common Stock from Martin Family December 2023 Trust to Douglas H. Martin Trust. The foregoing transfers were conducted in connection with estate plans.
- Item 5. Interest in Securities of the Issuer
- (a) Item 5(a) of the Statement is hereby amended and supplemented as follows: See responses to rows 11 and 13, and comments to row 14, on the cover pages of this Amendment No. 27.
- (b) Item 5(b) of the Statement is hereby amended and supplemented as follows: See responses to rows 7, 8, 9, and 10, and comments to row 14, on the cover pages of this Amendment No. 27.
- (c) Item 5(c) of the Statement is hereby amended and supplemented as follows: The information provided in Item 4 of this Amendment No. 27 is incorporated by reference herein.
- (d) Not applicable.
- (e) Item 5(e) of the Statement is hereby amended and supplemented as follows: Not applicable.
- Item 6. Contracts, Arrangements, Understandings or Relationships With Respect to Securities of the Issuer  
Item 6 of the Prior Filings is incorporated by reference herein.
- Item 7. Material to be Filed as Exhibits.  
Item 7 of the Statement is hereby amended to add the following: Exhibit No. 1: Agreement to file joint Schedule 13D.

## SIGNATURE

After reasonable inquiry and to the best of my knowledge and belief, I certify that the information set forth in this statement is true, complete and correct.

Stephens Investments Holdings LLC

Signature: /s/ Todd Ferguson  
Name/Title: Todd Ferguson, attorney in fact for reporting person  
Date: 12/30/2024

Stephens Inc.

Signature: /s/ Todd Ferguson  
Name/Title: Senior Vice President  
Date: 12/30/2024

Harriet C. Stephens Trust

Signature: /s/ Todd Ferguson  
Name/Title: Todd Ferguson, attorney in fact for reporting person  
Date: 12/30/2024

Curtis F. Bradbury, Jr.

Signature: /s/ Todd Ferguson  
Name/Title: Todd Ferguson, attorney in fact for reporting person  
Date: 12/30/2024

Douglas H. Martin

Signature: /s/ Todd Ferguson

Name/Title: Todd Ferguson, attorney in fact for reporting person

Date: 12/30/2024

Warren A. Stephens

Signature: /s/ Todd Ferguson

Name/Title: Todd Ferguson, attorney in fact for reporting person

Date: 12/30/2024

Harriet C. Stephens

Signature: /s/ Todd Ferguson

Name/Title: Todd Ferguson, attorney in fact for reporting person

Date: 12/30/2024

Harriet and Warren Stephens Family Foundation

Signature: /s/ Todd Ferguson

Name/Title: Todd Ferguson, attorney in fact for reporting person

Date: 12/30/2024

Miles A. Stephens WAS Grantor Trust

Signature: /s/ Todd Ferguson

Name/Title: Todd Ferguson, attorney in fact for reporting person

Date: 12/30/2024

John C. Stephens WAS Grantor Trust

Signature: /s/ Todd Ferguson

Name/Title: Todd Ferguson, attorney in fact for reporting person

Date: 12/30/2024

Laura W. Stephens WAS Grantor Trust

Signature: /s/ Todd Ferguson

Name/Title: Todd Ferguson, attorney in fact for reporting person

Date: 12/30/2024

Paula W. & John P. Calhoun Family Trust - JCS

Signature: /s/ Todd Ferguson

Name/Title: Todd Ferguson, attorney in fact for reporting person

Date: 12/30/2024

Paula W. & John P. Calhoun Family Trust - LWS

Signature: /s/ Todd Ferguson

Name/Title: Todd Ferguson, attorney in fact for reporting person

Date: 12/30/2024

Warren Miles Amerine Stephens

Signature: /s/ Todd Ferguson

Name/Title: Todd Ferguson, attorney in fact for reporting person

Date: 12/30/2024

John Calhoun Stephens

Signature: /s/ Todd Ferguson

Name/Title: Todd Ferguson, attorney in fact for reporting person

Date: 12/30/2024

Laura Whitaker Stephens

Signature: /s/ Todd Ferguson

Name/Title: Todd Ferguson, attorney in fact for reporting person

Date: 12/30/2024

John Calhoun Stephens Family Trust One

Signature: /s/ Todd Ferguson

Name/Title: Todd Ferguson, attorney in fact for reporting person

Date: 12/30/2024

Laura Whitaker Stephens Family Trust One

Signature: /s/ Todd Ferguson

Name/Title: Todd Ferguson, attorney in fact for reporting person

Date: 12/30/2024

Warren A. Stephens Trust

Signature: /s/ Todd Ferguson

Name/Title: Todd Ferguson, attorney in fact for reporting person

Date: 12/30/2024

Exhibit 1

AGREEMENT TO FILE JOINT SCHEDULE 13D

Each of the undersigned, being a record owner or “beneficial owner” of the common stock of Conn’s, Inc. (“Common Stock”), hereby agrees to jointly file a Schedule 13D with respect to their respective holdings of the Common Stock and to include this agreement as an exhibit to such Schedule 13D.

IN WITNESS WHEREOF, each of the undersigned has executed and delivered this agreement as of December 30, 2024.

/s/ Todd Ferguson

Todd Ferguson, as attorney in fact for Stephens Investments Holdings LLC, Stephens Inc., Harriet C. Stephens Trust, Curtis F. Bradbury, Jr., Douglas H. Martin, Warren A. Stephens, Harriet C. Stephens, Harriet and Warren Stephens Family Foundation, Miles A. Stephens WAS Grantor Trust, John C. Stephens WAS Grantor Trust, Laura W. Stephens WAS Grantor Trust, Paula W. & John P. Calhoun Family Trust – JCS, Paula W. & John P. Calhoun Family Trust – LWS, Warren Miles Amerine Stephens, John Calhoun Stephens, Laura Whitaker Stephens, John Calhoun Stephens Family Trust One, Laura Whitaker Stephens Family Trust One, and Warren A. Stephens Trust

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