UNITED STATES SECURITIES AND EXCHANGE COMMISSION

Washington, D.C. 20549

FORM 8-K

CURRENT REPORT PURSUANT TO SECTION 13 OR 15(D) OF THE **SECURITIES EXCHANGE ACT OF 1934**

Date of Report (Date of earliest event reported): September 7, 2017

Conn's, Inc.

(Exact name of registrant as specified in its charter)

001-34956

(Commission File Number)

06-1672840

(IRS Employer Identification No.)

Delaware

(State or other jurisdiction of

revised financial accounting standards provided pursuant to Section 13(a) of the Exchange Act o

incorporation	
4055 Technology Forest Blvd., Suite 210 The Woodlands, Texas	77381
(Address of principal executive offices)	(Zip Code)
Registrant's telephone number, includ	ding area code: (936) 230-5899
Not Appli (Former name, former address and former f	
Check the appropriate box below if the Form 8-K filing is intended to simultaneo provisions:	usly satisfy the filing obligation of the registrant under any of the following
☐Written communications pursuant to Rule 425 under the Securities Act (17 CFF	R 230.425)
□ Soliciting material pursuant to Rule 14a-12 under the Exchange Act (17 CFR 2-	40.14a-12)
□Pre-commencement communications pursuant to Rule 14d-2(b) under the Exch	ange Act (17 CFR 240.14d-2(b))
□Pre-commencement communications pursuant to Rule 13e-4(c) under the Exch	ange Act (17 CFR 240.13e-4(c))
Indicate by check mark whether the registrant is an emerging growth company as or Rule 12b-2 of the Securities Exchange Act of 1934 (§240.12b-2 of this chapter)	· · · · · · · · · · · · · · · · · · ·
	Emerging growth company o

If an emerging growth company, indicate by check mark if the registrant has elected not to use the extended transition period for complying with any new or

Item 2.02. Results of Operations and Financial Condition.

On September 7, 2017, Conn's, Inc. (the "Company") issued a press release reporting its second quarter fiscal year 2018 financial results. A copy of the press release is furnished herewith as Exhibit 99.1 and is incorporated herein by reference.

None of the information contained in Item 2.02 or Exhibit 99.1 of this Form 8-K shall be deemed to be "filed" for the purposes of Section 18 of the Securities Exchange Act of 1934, as amended, and none of it shall be incorporated by reference in any filing under the Securities Act of 1933, as amended. Furthermore, this report will not be deemed an admission as to the materiality of any information in the report that is required to be disclosed solely by Regulation FD.

Item 9.01. Financial Statements and Exhibits.

(d) Exhibits.

Exhibit No.	<u>Description</u>
99.1*	Press Release of Conn's, Inc. dated September 7, 2017.

* Filed herewith

SIGNATURE

Pursuant to the requirements of the Securities Exchange Act of 1934, the registrant has duly caused this report to be signed on its behalf by the undersigned hereunto duly authorized.

CONN'S, INC.

Date: September 7, 2017 By: /s/ Lee A. Wright

Name: Lee A. Wright

Title: Executive Vice President and Chief Financial Officer



Conn's, Inc. Reports Second Quarter Fiscal Year 2018 Financial Results

Conn's Returns to Profitability

Credit Spread Reaches Highest Level in Seven Quarters as Credit Transformation Gains Momentum Retail Gross Margin Grows to Record Demonstrating Strength of Underlying Retail Model

THE WOODLANDS, Texas, September 7, 2017 - **Conn's, Inc. (NASDAQ:CONN)**, a specialty retailer of furniture and mattresses, home appliances, consumer electronics and home office products, and provider of consumer credit, today announced its financial results for the second quarter ended July 31, 2017.

"I am pleased to announce that Conn's returned to profitability during the second quarter of fiscal year 2018. This achievement is the direct result of Conn's differentiated and highly profitable retail model, the initiatives implemented to turn around our credit business, and the talented and experienced team we have assembled," commented Norm Miller, Conn's Chairman, Chief Executive Officer and President.

"Conn's credit business continues to improve as recent originations become a larger percentage of the portfolio balance, and benefit from tighter underwriting standards and higher yields. The Company achieved a credit spread of 390 basis points during the second quarter of fiscal year 2018, which was the largest spread in seven quarters. We continue to make significant progress towards our goal of improving the profitability of the credit segment and achieving a credit spread of at least 1,000 basis points.

"Conn's underlying retail model remains strong. Favorable mix within product categories and lower warehouse, delivery, and transportation costs continue to benefit retail gross margins, which exceeded our expectations and increased 270 basis points to a record 39.8% during the second quarter of fiscal year 2018 compared to the second quarter of fiscal year 2017, and 140 basis points from the first quarter of fiscal year 2018. We anticipate same store sales will improve as last year's meaningful underwriting changes were lapped at the end of the second quarter, and the penetration of our lease-to-own offering increases throughout the year."

Hurricane Harvey, which made landfall on August 25th and the unprecedented levels of rain and flooding, caused Conn's to close 23 stores, its distribution and service centers in Beaumont and Houston, as well as its Beaumont corporate office. All of Conn's stores are now open, as well as the Company's Beaumont corporate office, and distribution and service centers. In total, Conn's lost approximately 100 selling days as a result of the storm.

It's been only eight days since Harvey ended and the situation in southeast Texas and southwest Louisiana is still very dynamic. Because of the near-term uncertainty Harvey has created, Conn's will not provide specific financial guidance for the third quarter. The company will resume quarterly guidance when third quarter results are announced in December.

Over the near term, retail sales will be impacted by the loss of selling days associated with store closures, along with the unprecedented disruption the aftereffects of the storm are causing within our local communities. Collections will also be impacted by customers whose lives have been upended by the storm's devastation. Management expects these trends will be temporary and, as the company experienced in prior storms, retail sales rebounded in subsequent quarters as rebuilding efforts got underway. In addition, as customers' lives get back to normal over the next several quarters, collections are expected to improve.

Mr. Miller concluded, "I'd like to thank all of Conn's employees, customers, and shareholders for their hard work, support, and patience over the past two years. While we still have much to accomplish, I am encouraged with the solid foundation we have created and the direction we are headed. As we enter the second half of our fiscal year, we are focused on further enhancing our financial and operating performance, and continue to anticipate full-year profitability."

Second Quarter Results

Net income for the second quarter of fiscal year 2018 was \$4.3 million, or \$0.14 per diluted share, compared to a net loss for the second quarter of fiscal year 2017 of \$11.9 million, or \$0.39 per diluted share. On a non-GAAP basis, adjusted net income for the second quarter of fiscal year 2018 was \$8.2 million, or \$0.26 per diluted share, which excludes charges and credits and the loss from extinguishment of debt related to the early redemption of our 2015-A Notes. This compares to adjusted net loss for the second quarter of fiscal year 2017 of \$1.2 million, or \$0.04 per diluted share, which excludes charges and credits and the impact of changes in estimates.

Retail Segment Second Quarter Results

Total retail revenues were \$286.5 million for the second quarter of fiscal year 2018 compared to \$332.4 million for the second quarter of fiscal year 2017, a decrease of 13.8%. The decrease in retail revenue was primarily driven by a decrease in same store sales of 15.1%, partially offset by new store growth. Sales were negatively impacted by underwriting changes made during the 2017 fiscal year, the transition of our lease-to-own partner and general softness in consumer spending. For the second quarter of fiscal year 2018, retail segment operating income was \$31.3 million.

The following table presents net sales and changes in net sales by category:

		Three Month	s En	ded July 31,				%	Same store
(dollars in thousands)	2017	% of Total		2016	% of Total	Change		Change	% change
Furniture and mattress	\$ 95,297	33.3%	\$	105,562	31.8%	\$	(10,265)	(9.7)%	(12.8)%
Home appliance	89,085	31.1	\$	101,359	30.5	\$	(12,274)	(12.1)	(13.7)
Consumer electronics	52,946	18.5		65,735	19.8		(12,789)	(19.5)	(19.5)
Home office	17,862	6.2		21,701	6.6		(3,839)	(17.7)	(17.6)
Other	4,403	1.5		5,366	1.6		(963)	(17.9)	(17.7)
Product sales	259,593	90.6		299,723	90.3		(40,130)	(13.4)	(15.0)
Repair service agreement									
commissions	23,519	8.2		28,310	8.5		(4,791)	(16.9)	(15.7)
Service revenues	3,301	1.2		3,966	1.2		(665)	(16.8)	
Total net sales	286,413	100.0%		331,999	100.0%		(45,586)	(13.7)	(15.1)%

The following provides a summary of items impacting the performance of our product categories during the second quarter of fiscal year 2018 compared to the second quarter of fiscal year 2017:

- Furniture unit volume decreased 24.3%, partially offset by a 12.6% increase in average selling price;
- Mattress unit volume decreased 15.9%, partially offset by a 11.3% increase in average selling price;
- Home appliance unit volume decreased 12.0% and average selling price decreased 2.0%;
- · Consumer electronic unit volume decreased 21.2%, partially offset by a 2.1% increase in average sales price; and
- Home office unit volume decreased 13.2% and average selling price decreased 5.1%.

Credit Segment Second Quarter Results

Credit revenues were \$80.1 million for the second quarter of fiscal year 2018 compared to \$65.7 million for the second quarter of fiscal year 2017, an increase of 21.9%. The increase in credit revenue was primarily the result of originating our higher-yield direct loan product, which contributed to the increase in the portfolio yield rate to 18.7% from 14.0%, partially offset by a 4.2% decline in the average balance of the customer receivables portfolio. Interest income and fees for the second quarter of fiscal year 2017 included the negative impact of adjustments of \$8.2 million as a result of changes in estimates for allowances for no-interest option credit programs and deferred interest. Excluding the impact of changes in estimates, the yield rate increased 260 basis points from the second quarter of fiscal year 2017. The total customer portfolio balance was \$1.48 billion at July 31, 2017 compared to \$1.54 billion at July 31, 2016, a decrease of 4.2%.

Provision for bad debts was \$49.3 million for the second quarter of fiscal year 2018 compared to \$60.1 million for the second quarter of fiscal year 2017, a decrease of \$10.8 million. The most significant reasons for the decrease in the provision for bad debts for the second quarter of fiscal year 2018 compared to the second quarter of fiscal year 2017 were (i) a decrease in our non-TDR loss rate as a result of the inclusion of first payment default rates as a factor in our allowance for bad debts estimate, (ii) changes in estimates of \$5.0 million reflected as an increase to provision for bad debts for the second quarter of fiscal year 2017 related to sales tax recovery on previously charged-off accounts, (iii) growth in the customer receivables portfolio in the second quarter of fiscal year 2017 compared to a decline in the second quarter of fiscal year 2018, partially offset by (iv) an increase in the provision related to TDR accounts.

Additional information on the credit portfolio and its performance may be found in the Customer Receivable Portfolio Statistics table included within this press release and in the Company's Form 10-Q for the quarter ended July 31, 2017, to be filed with the Securities and Exchange Commission.

Store Update

During fiscal year 2018, the Company has opened three new Conn's HomePlus® stores, two of which were opened during the first quarter of fiscal year 2018 in North Carolina, and one of which was opened during the second quarter of fiscal year 2018 in Virginia, bringing the total store count to 116. The Company does not intend to open any additional stores in fiscal year 2018.

Liquidity and Capital Resources

As of July 31, 2017, the Company had \$130.5 million of immediately available borrowing capacity under its \$750.0 million revolving credit facility, with an additional \$416.8 million that may become available under the Company's revolving credit facility if the Company grows the balance of eligible customer receivables and total eligible inventory balances under the borrowing base. The Company also had \$35.0 million of unrestricted cash available for use.

Conference Call Information

The Company will host a conference call on September 7, 2017 at 10 a.m. CT / 11 a.m. ET to discuss its second quarter fiscal 2018 financial results. Participants can join the call by dialing 877-754-5302 or 678-894-3020. The conference call will also be broadcast simultaneously via webcast on a listen-only basis. A link to the earnings release, webcast and second quarter fiscal 2018 conference call presentation will be available at <u>ir.conns.com</u>.

Replay of the telephonic call can be accessed through September 14, 2017 by dialing 855-859-2056 or 404-537-3406 and Conference ID: 75892735. It can also be accessed online at http://www.leaderview.com/leaderview.com/leaderview/la.jsp using Conference ID number: 75892735 and Web PIN: 0378.

About Conn's, Inc.

Conn's is a specialty retailer currently operating 116 retail locations in Alabama, Arizona, Colorado, Georgia, Louisiana, Mississippi, Nevada, New Mexico, North Carolina, Oklahoma, South Carolina, Tennessee, Texas, and Virginia. The Company's primary product categories include:

- Furniture and mattress, including furniture and related accessories for the living room, dining room and bedroom, as well as both traditional and specialty mattresses;
- Home appliance, including refrigerators, freezers, washers, dryers, dishwashers and ranges;
- Consumer electronics, including LED, OLED, Ultra HD, and internet-ready televisions, Blu-ray players, home theater and portable audio equipment;
 and
- Home office, including computers, printers and accessories.

Additionally, Conn's offers a variety of products on a seasonal basis. Unlike many of its competitors, Conn's provides flexible in-house credit options for its customers in addition to third-party financing programs and third-party lease-to-own payment plans.

This press release 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 our 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; and other risks detailed in Part I, Item 1A, Risk Factors, in our Annual Report on Form 10-K for the fiscal year ended January 31, 2017 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 press release. 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.

CONN-G

S.M. Berger & Company Andrew Berger (216) 464-6400

CONN'S, INC. AND SUBSIDIARIES CONDENSED CONSOLIDATED STATEMENTS OF OPERATIONS

(unaudited)

(in thousands, except per share amounts)

Three Months Ended

Six Months Ended

		July 31,			July 31,				
		2017		2016		2017		2016	
Revenues:									
Total net sales	\$	286,413	\$	331,999	\$	565,698	\$	650,541	
Finance charges and other revenues		80,234		66,158		156,775		136,729	
Total revenues		366,647		398,157		722,473		787,270	
Costs and expenses:									
Cost of goods sold		172,306		208,869		344,256		413,335	
Selling, general and administrative expenses		111,632		119,846		218,169		233,093	
Provision for bad debts		49,449		60,196		105,379		118,414	
Charges and credits		4,068		2,895		5,295		3,421	
Total costs and expenses	_	337,455		391,806		673,099	,	768,263	
Operating income		29,192		6,351		49,374		19,007	
Interest expense		20,039		24,138		44,047		50,034	
Loss on extinguishment of debt		2,097		_		2,446		_	
Income (loss) before income taxes		7,056		(17,787)		2,881		(31,027)	
Provision (benefit) for income taxes		2,783		(5,863)		1,188		(9,354)	
Net income (loss)	\$	4,273	\$	(11,924)	\$	1,693	\$	(21,673)	
Income (loss) per share:									
Basic	\$	0.14	\$	(0.39)	\$	0.05	\$	(0.71)	
Diluted	\$	0.14	\$	(0.39)	\$	0.05	\$	(0.71)	
Weighted average common shares outstanding:									
Basic		31,094		30,731		31,034		30,696	
Diluted		31,435		30,731		31,292		30,696	

CONN'S, INC. AND SUBSIDIARIES CONDENSED RETAIL SEGMENT FINANCIAL INFORMATION

(unaudited) (dollars in thousands)

	Three Months Ended July 31,				Six Months Ended July 31,				
		2017		2016		2017		2016	
Revenues:									
Product sales	\$	259,593	\$	299,723	\$	510,955	\$	586,213	
Repair service agreement commissions		23,519		28,310		48,215		56,495	
Service revenues		3,301		3,966		6,528		7,833	
Total net sales		286,413		331,999		565,698		650,541	
Other revenues		92		437		172		931	
Total revenues		286,505		332,436		565,870		651,472	
Costs and expenses:									
Cost of goods sold		172,306		208,869		344,256		413,335	
Selling, general and administrative expenses		78,667		84,838		152,614		164,821	
Provision for bad debts		165		127		395		525	
Charges and credits		4,068		2,895		5,295		3,421	
Total costs and expenses		255,206		296,729		502,560		582,102	
Operating income	\$	31,299	\$	35,707	\$	63,310	\$	69,370	
Retail gross margin		39.8%		37.1%		39.1%		36.5%	
Selling, general and administrative expense as percent of revenues		27.5%		25.5%		27.0%		25.3%	
Operating margin		10.9%		10.7%		11.2%		10.6%	
Store count:									
Beginning of period		115		108		113		103	
Opened		1		4		3		9	
End of period		116		112		116		112	

CONN'S, INC. AND SUBSIDIARIES CONDENSED CREDIT SEGMENT FINANCIAL INFORMATION

(unaudited) (dollars in thousands)

			Ended	Six Months Ended July 31,					
2017		2016		2017			2016		
\$	80,142	\$	65,721	\$	156,603	\$	135,798		
	32,965		35,008		65,555		68,272		
	49,284		60,069		104,984		117,889		
	82,249		95,077		170,539		186,161		
	(2,107)		(29,356)		(13,936)		(50,363)		
	20,039		24,138		44,047		50,034		
	2,097		_		2,446		_		
\$	(24,243)	\$	(53,494)	\$	(60,429)	\$	(100,397)		
	41.1 %		53.3 %		41.9 %		50.3 %		
	8.9 %		9.1 %		8.8 %		8.8 %		
	(2.6)%		(44.7)%		(8.9)%		(37.1)%		
		\$ 80,142 \$ 32,965 49,284 82,249 (2,107) 20,039 2,097 \$ (24,243) 41.1 % 8.9 %	\$ 80,142 \$ \$ 32,965 49,284 82,249 (2,107) 20,039 2,097 \$ (24,243) \$ 41.1 % 8.9 %	2017 2016 \$ 80,142 \$ 65,721 32,965 35,008 49,284 60,069 82,249 95,077 (2,107) (29,356) 20,039 24,138 2,097 — \$ (24,243) \$ (53,494) 41.1 % 53.3 % 8.9 % 9.1 %	July 31, 2017 2016 \$ 80,142 \$ 65,721 \$ 32,965 35,008 49,284 60,069	July 31, Jul 2017 \$ 80,142 \$ 65,721 \$ 156,603 32,965 35,008 65,555 49,284 60,069 104,984 82,249 95,077 170,539 (2,107) (29,356) (13,936) 20,039 24,138 44,047 2,097 — 2,446 \$ (24,243) \$ (53,494) \$ (60,429) 41.1 % 53.3 % 41.9 % 8.9 % 9.1 % 8.8 %	July 31, 2017 2016 2017 \$ 80,142 \$ 65,721 \$ 156,603 \$ 32,965 35,008 65,555 49,284 60,069 104,984 40,284 104,984 40,284 60,069 104,984 40,284 60,069 104,984 40,284 60,069 104,984 40,284 40,284 40,284 40,284 40,284 40,284 40,284 40,284 40,284 40,284 40,474<		

CONN'S, INC. AND SUBSIDIARIES CUSTOMER RECEIVABLE PORTFOLIO STATISTICS

(unaudited)

	As of July 31,			
	 2017		2016	
Weighted average credit score of outstanding balances	 589		595	
Average outstanding customer balance	\$ 2,375	\$	2,365	
Balances 60+ days past due as a percentage of total customer portfolio balance	10.4%		9.6%	
Re-aged balance as a percentage of total customer portfolio balance	16.0%		15.3%	
Account balances re-aged more than six months (in thousands)	\$ 75,694	\$	69,415	
Allowance for bad debts as a percentage of total customer portfolio balance	13.7%		13.0%	
Percent of total customer portfolio balance represented by no-interest option receivables	24.1%		33.3%	

	Three Months Ended July 31,				Six Months Ended July 31,			
	 2017		2016		2017		2016	
Total applications processed	 297,587		334,854		587,914		649,232	
Weighted average origination credit score of sales financed	609		611		608		610	
Percent of total applications approved and utilized	32.8%		35.4%		32.1%		36.1%	
Average down payment	3.0%		3.3%		3.3%		3.6%	
Average income of credit customer at origination	\$ 42,300	\$	41,500	\$	42,200	\$	40,900	
Percent of retail sales paid for by:								
In-house financing, including down payment received	72.6%		71.8%		71.6%		73.6%	
Third-party financing	17.2%		17.2%		16.2%		14.9%	
Third-party lease-to-own options	3.8%		4.9%		5.7%		5.1%	
	93.6%		93.9%		93.5%		93.6%	

CONN'S, INC. AND SUBSIDIARIES CONDENSED CONSOLIDATED BALANCE SHEETS

(unaudited) (in thousands)

	July 31, 2017	J	January 31, 2017
Assets			
Current Assets:			
Cash and cash equivalents	\$ 35,018	\$	23,566
Restricted cash	86,436		110,698
Customer accounts receivable, net of allowances	644,148		702,162
Other accounts receivable	59,401		69,286
Inventories	196,768		164,856
Income taxes recoverable	1,353		2,150
Prepaid expenses and other current assets	14,530		14,955
Total current assets	1,037,654		1,087,673
Long-term portion of customer accounts receivable, net of allowances	601,990		615,904
Property and equipment, net	154,788		159,202
Deferred income taxes	72,435		71,442
Other assets	8,196		6,913
Total assets	\$ 1,875,063	\$	1,941,134
Liabilities and Stockholders' Equity			_
Current liabilities:			
Current maturities of capital lease obligations	\$ 906	\$	849
Accounts payable	100,268		101,612
Accrued expenses	54,541		39,781
Other current liabilities	23,093		25,139
Total current liabilities	178,808		167,381
Deferred rent	85,538		87,957
Long-term debt and capital lease obligations	1,060,720		1,144,393
Other long-term liabilities	24,720		23,613
Total liabilities	1,349,786		1,423,344
Stockholders' equity	525,277		517,790
Total liabilities and stockholders' equity	\$ 1,875,063	\$	1,941,134

CONN'S, INC. AND SUBSIDIARIES NON-GAAP RECONCILIATIONS

(unaudited)

(dollars in thousands, except per share amounts)

NET INCOME (LOSS), AS ADJUSTED, AND DILUTED INCOME (LOSS) PER SHARE, AS ADJUSTED

	Three Months Ended July 31,				Six Months Ended July 31,			
	,	2017		2016		2017		2016
Net income (loss), as reported	\$	4,273	\$	(11,924)	\$	1,693	\$	(21,673)
Adjustments:								
Changes in estimates		_		13,168		_		13,168
Facility closure costs		122		_		1,349		_
Impairments from disposals		_		1,385		_		1,385
Legal and professional fees related to the exploration of strategic alternatives and securities-related litigation		34		135		34		589
Employee severance		1,317		1,213		1,317		1,213
Indirect tax audit reserve		2,595		_		2,595		_
Executive management transition costs		_		162		_		234
Loss on extinguishment of debt		2,097		_		2,446		_
Tax impact of adjustments		(2,232)		(5,301)		(2,803)		(5,440)
Net income (loss), as adjusted	\$	8,206	\$	(1,162)	\$	6,631	\$	(10,524)
Weighted average common shares outstanding - Diluted		31,435		30,731		31,292		30,696
Income (loss) per share:								
As reported	\$	0.14	\$	(0.39)	\$	0.05	\$	(0.71)
As adjusted	\$	0.26	\$	(0.04)	\$	0.21	\$	(0.34)

Basis for presentation of non-GAAP disclosures:

To supplement the condensed consolidated financial statements, which are prepared and presented in accordance with accounting principles generally accepted in the United States of America ("GAAP"), we also provide retail segment adjusted operating income, retail adjusted operating margin, adjusted net loss, and adjusted loss per diluted share. These non-GAAP financial measures are not meant to be considered as a substitute for 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 additional 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.