# SECURITIES AND EXCHANGE COMMISSION

Washington, D.C. 20549

# **SCHEDULE 13D/A**

Under the Securities Exchange Act of 1934 (Amendment No. 15)

# Conn's Inc.

(Name of Issuer)

Common Stock, par value \$.01 per share (Title of Class of Securities)

> 208242107 (CUSIP Number)

David A. Knight Stephens Investments Holdings LLC 111 Center Street Little Rock, AR 72201 (501) 377-2573 (Name, Address and Telephone Number of Person Authorized to Receive Notices and Communications)

> March 15, 2016 (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 Rule 13d-1(e), 13d-1(f) or 13d-1(g), check the following box  $\Box$ .

**Note:** Schedules filed in paper format shall include a signed original and five copies of the schedule, including all exhibits. See Rule 13d-7(b) for other parties to whom copies are to be sent.

\* The remainder of this cover page shall be filled out for a reporting person's initial filing on this form with respect to the subject class of securities, and for any subsequent amendment containing information which would alter the disclosures provided in a prior cover page.

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).

# SCHEDULE 13D

		2107
1		f Reporting Persons lentification No. of Above Persons (entities only)
		is Investments Holdings LLC
2	Check the (a) □	he Appropriate Box if a Member of a Group (See Instructions) (b) ⊠
3	SEC Use	e Only
4	Source of	of Funds (See Instructions)
	AF	
5	Check Bo	Box if Disclosure of Legal Proceedings Is Required Pursuant to Items 2(d) or 2(e)
6	Citizensh	ship or Place of Organization
	Arkansas	15
		7 Sole Voting Power
NUM	IBER OF IARES FICIALLY NED BY EACH ORTING	2,227,920
		8 Shared Voting Power
		0
REP		9 Sole Dispositive Power
	RSON	2,227,920
v	VITH	10     Shared Dispositive Power
		0
11	Aggregat	ate Amount Beneficially Owned by Each Reporting Person
	2,227,920	20
12		Box if the Aggregate Amount in Row (11) Excludes Certain Shares (See Instructions)
13		of Class Represented by Amount in Row (11)
	6.9	
14	Type of F	Reporting Person (See Instructions)
	00	

JUSIP IN	lo. 208242	
1		f Reporting Persons lentification No. of Above Persons (entities only)
	Stephens	s Inc.
2	Check th (a) □	ae Appropriate Box if a Member of a Group (See Instructions) (b) ⊠
3	SEC Use	e Only
4	Source of	of Funds (See Instructions)
	WC	
5		Box if Disclosure of Legal Proceedings Is Required Pursuant to Items 2(d) or 2(e)
	$\boxtimes$	
6	Citizensh	hip or Place of Organization
	Arkansas	S
		7 Sole Voting Power
NUM	MBER OF HARES EFICIALLY 'NED BY	82,430
SH		8 Shared Voting Power
OWI		10,956
	ACH	9 Sole Dispositive Power
	PORTING ERSON WITH	
W		82,430       10     Shared Dispositive Power
		10,956
11	Aggregat	ate Amount Beneficially Owned by Each Reporting Person
	93,386	
12	Check B	Box if the Aggregate Amount in Row (11) Excludes Certain Shares (See Instructions)
13	Percent c	of Class Represented by Amount in Row (11)
	0.3	
14	Type of I	Reporting Person (See Instructions)
	BD, CO	
	вD, CU	

CUSIPI	No. 208242	
1		Reporting Persons ntification No. of Above Persons (entities only)
	Warren A	. Stephens Trust
2		<ul><li>e Appropriate Box if a Member of a Group (See Instructions)</li><li>(b) ⊠</li></ul>
3	SEC Use	Only
4	Source o	Funds (See Instructions)
	WC, AF	
5		ox if Disclosure of Legal Proceedings Is Required Pursuant to Items 2(d) or 2(e)
6	Citizensh	ip or Place of Organization
	Arkansas	
		7 Sole Voting Power
NULIN		
	/IBER OF HARES	
BENE	FICIALLY	8 Shared Voting Power
	NED BY	0
	EACH ORTING	9 Sole Dispositive Power
PE	ERSON	
I	VITH	0 10 Shared Dispositive Power
		0
11	Aggrega	e Amount Beneficially Owned by Each Reporting Person
	0	
12		ox if the Aggregate Amount in Row (11) Excludes Certain Shares (See Instructions)
13		f Class Represented by Amount in Row (11)
_	0.0	
14		Reporting Person (See Instructions)
14	Type of I	
	00	

C0511 1	No. 208242	
1	Name of I.R.S. Ide	Reporting Persons entification No. of Above Persons (entities only)
	Warren A	. Stephens Grantor Trust
2		<ul> <li>e Appropriate Box if a Member of a Group (See Instructions)</li> <li>(b) ⊠</li> </ul>
3	SEC Use	Only
4	Source o	f Funds (See Instructions)
	WC, AF	
5		ox if Disclosure of Legal Proceedings Is Required Pursuant to Items 2(d) or 2(e)
6	Citizensh	ip or Place of Organization
	Arkansas	
	Ļ	7 Sole Voting Power
NUN	MBER OF HARES EFICIALLY /NED BY	100,350
SF		8 Shared Voting Power
		0
	EACH	9 Sole Dispositive Power
PE	PORTING ERSON	
I	WITH	100,350         10       Shared Dispositive Power
11	Aggrega	e Amount Beneficially Owned by Each Reporting Person
	100,350	
12	Check B	ox if the Aggregate Amount in Row (11) Excludes Certain Shares (See Instructions)
13	Percent o	f Class Represented by Amount in Row (11)
	0.3	
14	Type of I	Reporting Person (See Instructions)
	00	

JUSIPT	No. 208242	107	
1			orting Persons Ication No. of Above Persons (entities only)
	Harriet C	. Ste	phens Trust
2	Check th (a)		propriate Box if a Member of a Group (See Instructions) ) 区
3	SEC Use	Onl	у
4	Source of	f Fur	nds (See Instructions)
	WC		
5		ox if	Disclosure of Legal Proceedings Is Required Pursuant to Items 2(d) or 2(e)
6	Citizensh	ip o	r Place of Organization
	Arkansas		
	1	7	Sole Voting Power
NILIN	IBER OF		
	IARES	8	683,283 Shared Voting Power
	FICIALLY	U	
	NED BY EACH		0
	ORTING	9	Sole Dispositive Power
	RSON		683,283
``	WITH	10	Shared Dispositive Power
			0
11	Aggregat	e Ar	nount Beneficially Owned by Each Reporting Person
	602 202		
12	683,283 Check Be	ox if	the Aggregate Amount in Row (11) Excludes Certain Shares (See Instructions)
	Chicch D		
10		6.07	
13	Percent c	of Cla	ass Represented by Amount in Row (11)
	2.1		
14	Type of I	Repo	rting Person (See Instructions)
	00		
	00		

CUSIPI	No. 208242	107
1		Reporting Persons entification No. of Above Persons (entities only)
	Warren 8	z Harriet Stephens Children's Trust
2		e Appropriate Box if a Member of a Group (See Instructions) (b) ⊠
3	SEC Use	Only
4	Source o	f Funds (See Instructions)
	WC, AF	
5		ox if Disclosure of Legal Proceedings Is Required Pursuant to Items 2(d) or 2(e)
6		ip or Place of Organization
	Arkansas	
	Aikalisas	7 Sole Voting Power
NI IN	MBER OF	931,038
SI	HARES	8 Shared Voting Power
	EFICIALLY NED BY	
I	EACH	0 9 Sole Dispositive Power
	PORTING ERSON	
	WITH	931,038 10 Shared Dispositive Power
11	Aggregat	e Amount Beneficially Owned by Each Reporting Person
	931,038	
12	Check B	ox if the Aggregate Amount in Row (11) Excludes Certain Shares (See Instructions)
13	Percent o	f Class Represented by Amount in Row (11)
	2.9	
14	Type of I	Reporting Person (See Instructions)
	00	
	1	

00011 1	No. 208242	
1		Reporting Persons
	I.R.S. Ide	entification No. of Above Persons (entities only)
	Warren N	files Amerine Stephens 95 Trust
2		e Appropriate Box if a Member of a Group (See Instructions)
	(a) 🗆	(b) $\boxtimes$
3	SEC Use	Only
4	Source of	Funds (See Instructions)
_	WC, AF	
5	Check B	ox if Disclosure of Legal Proceedings Is Required Pursuant to Items 2(d) or 2(e)
6	Citizensh	ip or Place of Organization
	Arkansas	
	AIKdiisds	7 Sole Voting Power
	IBER OF IARES	56,633
	FICIALLY	8 Shared Voting Power
	NED BY EACH ORTING	0
		9 Sole Dispositive Power
PE	RSON	
V	VITH	56,633         10       Shared Dispositive Power
	I	0
11	Aggregat	e Amount Beneficially Owned by Each Reporting Person
	56,633	
12	Check B	ox if the Aggregate Amount in Row (11) Excludes Certain Shares (See Instructions)
13	Percent c	f Class Represented by Amount in Row (11)
10		
	0.2	
14	Type of I	Reporting Person (See Instructions)
	00	
	50	

COSIF	lo. 208242	
1		Reporting Persons ntification No. of Above Persons (entities only)
		files Amerine Stephens Trust
2	Check the (a)	e Appropriate Box if a Member of a Group (See Instructions) (b) ⊠
3	SEC Use	Only
4	Source of	Funds (See Instructions)
	WC	
5		ox if Disclosure of Legal Proceedings Is Required Pursuant to Items 2(d) or 2(e)
6	Citizensh	ip or Place of Organization
	Arkansas	
		7 Sole Voting Power
	IBER OF	6,352
BENE	IARES FICIALLY	8 Shared Voting Power
	NED BY	0
	EACH ORTING	9 Sole Dispositive Power
PE	RSON VITH	6,352
	,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,	10 Shared Dispositive Power
		0
11	Aggregat	e Amount Beneficially Owned by Each Reporting Person
	6.050	
10	6,352	ox if the Aggregate Amount in Row (11) Excludes Certain Shares (See Instructions)
12	CHECK BO	DA II IIIE Aggregate Amount III KOW (11) EXCLUDES CERTAIN SHARES (SEE INSTRUCTIONS)
13	Percent o	f Class Represented by Amount in Row (11)
	0.0	
14	Type of I	Reporting Person (See Instructions)
	00	
L	•	

CUSIPI	No. 208242	
1	1 Name of Reporting Persons I.R.S. Identification No. of Above Persons (entities only)	
	John Cal	noun Stephens 95 Trust
2	Check th	e Appropriate Box if a Member of a Group (See Instructions)
	(a) 🗆	(b) 🗵
3	SEC Use	Only
4	Source of	Funds (See Instructions)
	WC, AF	
5		ox if Disclosure of Legal Proceedings Is Required Pursuant to Items 2(d) or 2(e)
6		ip or Place of Organization
	Arkansas	
	Tintanoue	7 Sole Voting Power
NUN	ABER OF	56,633
SI	HARES	8     Shared Voting Power
	EFICIALLY NED BY	0
	EACH ORTING	9 Sole Dispositive Power
PI	ERSON	
V	WITH	56,633         10       Shared Dispositive Power
11	Aggregat	0 e Amount Beneficially Owned by Each Reporting Person
11	1991090	
12	56,633	ox if the Aggregate Amount in Row (11) Excludes Certain Shares (See Instructions)
12		in the Aggregate Amount III Now (11) Excludes Certain Shares (See Instructions)
10		
13	Percent c	f Class Represented by Amount in Row (11)
	0.2	
14	Type of I	Reporting Person (See Instructions)
	00	

1       Name of Reporting Persons I.R.S. Identification No. of Above Persons (entities only) John Calhoun Stephens Trust         2       Check the Appropriate Box if a Member of a Group (See Instructions) (a) □ (b) ⊠         3       SEC Use Only         4       Source of Funds (See Instructions) WC         5       Check Box if Disclosure of Legal Proceedings Is Required Pursuant to Items 2(d) or 2(e)         □       6         6       Citizenship or Place of Organization Arkansas         7       Sole Voting Power         6       5         9       Shared Voting Power         0       9	
2       Check the Appropriate Box if a Member of a Group (See Instructions) <ul> <li>(a) □</li> <li>(b) ⊠</li> </ul> 3         SEC Use Only           4         Source of Funds (See Instructions) <ul> <li>WC</li> <li>5</li> <li>Check Box if Disclosure of Legal Proceedings Is Required Pursuant to Items 2(d) or 2(e)             <ul> <li>□</li> <li>6</li> <li>Citizenship or Place of Organization             <ul> <li>Arkansas</li> <li>7</li> <li>Sole Voting Power</li> <li>6,352</li> <li>Shared Voting Power</li> <li>0</li> </ul> </li> </ul></li></ul>	
(a)       (b)       Image: Sec Use Only         3       SEC Use Only         4       Source of Funds (See Instructions)         WC       Image: WC         5       Check Box if Disclosure of Legal Proceedings Is Required Pursuant to Items 2(d) or 2(e)         Image: Imag	
4       Source of Funds (See Instructions)         WC       WC         5       Check Box 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         SHARES       8         BENEFICIALLY       8         Shared Voting Power         0	
WC         5       Check Box 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         6,352         BENEFICIALLY OWNED BY         0	
5       Check Box if Disclosure of Legal Proceedings Is Required Pursuant to Items 2(d) or 2(e)         6       Citizenship or Place of Organization         Arkansas       Arkansas         VUMBER OF SHARES       7       Sole Voting Power         6       6,352         SHARES       8       Shared Voting Power         0       0	
5       Check Box if Disclosure of Legal Proceedings Is Required Pursuant to Items 2(d) or 2(e)         0       □         6       Citizenship or Place of Organization         Arkansas       7         NUMBER OF SHARES       7         BENEFICIALLY OWNED BY FACH       8         Shared Voting Power         0	
6       Citizenship or Place of Organization         Arkansas       Arkansas         NUMBER OF       6,352         SHARES       8         BENEFICIALLY       0         OWNED BY       0	
Arkansas       NUMBER OF       Sole Voting Power       6,352       SHARES       BENEFICIALLY       OWNED BY       FACH	
7     Sole Voting Power       NUMBER OF     6,352       SHARES     8       BENEFICIALLY     0	
NUMBER OF     6,352       SHARES     8       BENEFICIALLY     0	
SHARES     8       BENEFICIALLY     8       OWNED BY     0	
SHARES     8     Shared Voting Power       BENEFICIALLY     0       OWNED BY     0	
FACH	
EACH Q Solo Dicrositive Power	
REPORTING 9 Sole Dispositive Power	
PERSON WITH 6,352	
10         Shared Dispositive Power	
0	
11 Aggregate Amount Beneficially Owned by Each Reporting Person	
6,352 12 Check Box if the Aggregate Amount in Row (11) Excludes Certain Shares (See Instructions)	
12 Check Box if the Aggregate Amount in Row (11) Excludes Certain Shares (See Instructions)	
13 Percent of Class Represented by Amount in Row (11)	
0.0	
14 Type of Reporting Person (See Instructions)	
00	

0011 1	lo. 208242	10/
1		Reporting Persons entification No. of Above Persons (entities only)
	Laura W	hitaker Stephens 95 Trust
2		e Appropriate Box if a Member of a Group (See Instructions) (b) ⊠
3	SEC Use	Only
4	Source of	f Funds (See Instructions)
	WC, AF	
5		ox if Disclosure of Legal Proceedings Is Required Pursuant to Items 2(d) or 2(e)
6	Citizensh	ip or Place of Organization
	Arkansas	
	ł	7 Sole Voting Power
NUM	IBER OF	56,633
SH	IARES	8 Shared Voting Power
	EFICIALLY 'NED BY EACH	
Ε		0 9 Sole Dispositive Power
	ORTING RSON	
	VITH	56,633
		10 Shared Dispositive Power
		0
11	Aggregat	e Amount Beneficially Owned by Each Reporting Person
	56,633	
12	-	ox if the Aggregate Amount in Row (11) Excludes Certain Shares (See Instructions)
13		of Class Represented by Amount in Row (11)
	0.2	
14		Reporting Person (See Instructions)
	00	
	00	

CUSIPI	No. 208242	107				
1	Name of Reporting Persons I.R.S. Identification No. of Above Persons (entities only)					
	Laura W	hitaker Stephens Trust				
2	Check the Appropriate Box if a Member of a Group (See Instructions)         (a) □       (b) ⊠					
3	SEC Use Only					
4	4 Source of Funds (See Instructions)					
	WC	WC				
5	Check B	Check Box 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				
NUN	ABER OF	6,352				
	HARES EFICIALLY	8 Shared Voting Power				
OW	NED BY	0				
	EACH PORTING	9 Sole Dispositive Power				
	ERSON WITH	6,352				
	,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,	10 Shared Dispositive Power				
		0				
11	Aggregate Amount Beneficially Owned by Each Reporting Person					
	6,352					
12	Check Box if the Aggregate Amount in Row (11) Excludes Certain Shares (See Instructions)					
13	Percent of Class Represented by Amount in Row (11)					
	0.0					
14	Type of I	Reporting Person (See Instructions)				
	00					
14	Type of I	Reporting Person (See Instructions)				

CUSIPI	No. 208242					
1		Reporting Persons				
	I.R.S. Identification No. of Above Persons (entities only)					
	Curtis F.	Bradbury, Jr.				
2	Check the Appropriate Box if a Member of a Group (See Instructions)					
	(a) 🗆	(b) 🗵				
3	SEC Use	Only				
	6					
4	Source of Funds (See Instructions)					
	00					
5	Check B	Check Box if Disclosure of Legal Proceedings Is Required Pursuant to Items 2(d) or 2(e)				
6	Citizenship or Place of Organization					
	Arkansas	Artransas				
	1 ti Kalibas	7 Sole Voting Power				
NII IN	MBER OF					
	HARES	234,972 8 Shared Voting Power				
	EFICIALLY NED BY					
	EACH					
	ORTING	9 Sole Dispositive Power				
	ERSON WITH	234,972				
		10 Shared Dispositive Power				
		0				
11	Aggregate Amount Beneficially Owned by Each Reporting Person					
	234,972					
12	Check Box if the Aggregate Amount in Row (11) Excludes Certain Shares (See Instructions)					
13	Percent of Class Represented by Amount in Row (11)					
14	0.7	0.7 Type of Reporting Person (See Instructions)				
14	Type of I	ceporung Person (See Instructions)				
	IN					

C0511 1	No. 208242	107				
1	Name of Reporting Persons I.R.S. Identification No. of Above Persons (entities only)					
	Douglas	H. M	Iartin			
2	Check the Appropriate Box if a Member of a Group (See Instructions) (a) □ (b) ⊠					
3	SEC Use Only					
4	Source of Funds (See Instructions)					
	PF					
5	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			
NUM	IBER OF		155,212			
	IARES FICIALLY	8	Shared Voting Power			
	NED BY		6,300			
	ACH ORTING	9	Sole Dispositive Power			
PE	RSON VITH		155,212			
v	VIIII	10	Shared Dispositive Power			
			6,300			
11	Aggregat	e Ar	nount Beneficially Owned by Each Reporting Person			
	161 510					
12	161,512 Check Br	ov if	the Aggregate Amount in Row (11) Excludes Certain Shares (See Instructions)			
16	Sheek Do	5/1 11	are reperented and the second of the one of			
13	Percent o	Percent of Class Represented by Amount in Row (11)				
	0.5					
14	Type of H	Repo	rting Person (See Instructions)			
	IN					
	111					

CUSIF I	No. 208242	10/			
1       Name of Reporting Persons         I.R.S. Identification No. of Above Persons (entities only)					
	WAS Co	nn's Annuity Trust One			
2	Check the Appropriate Box if a Member of a Group (See Instructions)         (a)       □         (b)       ⊠				
3	SEC Use Only				
4	Source of	f Funds (See Instructions)			
	AF				
5	Check B	Check Box if Disclosure of Legal Proceedings Is Required Pursuant to Items 2(d) or 2(e)			
6	Citizenship or Place of Organization				
	Arkansas	5			
	<b>!</b>	7 Sole Voting Power			
NUN	IBER OF	206,116			
	IARES FICIALLY	8 Shared Voting Power			
OW	NED BY				
	EACH ORTING	9 Sole Dispositive Power			
	ERSON WITH	206,116			
,	WIIII	10 Shared Dispositive Power			
11	Aggregate Amount Beneficially Owned by Each Reporting Person				
	206,116				
12		ox if the Aggregate Amount in Row (11) Excludes Certain Shares (See Instructions)			
13	Percent of Class Represented by Amount in Row (11)				
	0.6				
14		Reporting Person (See Instructions)			
	00				

### **Introductory Statement**

This Amendment No. 15 to Schedule 13D relates to the Common Stock, par value \$.01 per share (the "Common Stock"), of Conn's Inc., a Delaware corporation (the "Issuer"). This Amendment No. 15 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, (vi) Amendment No. 5 to the statement filed on November 18, 2009 with the Commission by the reporting persons, (vii) Amendment No. 7 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, (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. 13 to the statement filed on December 10, 2013 with the Commission by the reporting persons, (xiii) Amendment No. 14 to the statement No. 13 to the statement filed on December 10, 2013 with the Commission by the reporting persons, (xiii) Amendment No. 14 to the statement No. 15 the statement"). Unless otherwise defined herein, capitalized terms used herein shall have the meanings ascribed thereto in the Prior Filings. Except as set forth below, th

This Amendment No. 15 is filed to report the transfer, for no consideration, of all of the shares of the Common Stock owned by Warren A. Stephens Trust to Stephens Investments Holdings LLC.

#### ITEM 3. SOURCE AND AMOUNT OF FUNDS OR OTHER CONSIDERATION.

Item 3 of the Statement is supplemented by adding the following: No consideration was paid in connection with the transfer of 1,904,247 shares of the Common Stock from Warren A. Stephens Trust to Stephens Investments Holdings LLC.

### ITEM 4. PURPOSE OF TRANSACTION.

Item 4 of the Statement is supplemented by adding the following: Stephens Investments Holdings LLC acquired 1,904,247 shares of the Common Stock from Warren A. Stephens Trust for investment purposes.

#### ITEM 5. INTEREST IN SECURITIES OF THE ISSUER

Items 5(a) and 5(b) of the Statement are amended and restated to read in their entirety as follows:

(a, b) The following table discloses the beneficial ownership of the Common Stock by the reporting persons and their respective directors and control persons. Because of interrelationships among the various reporting persons, certain shares of the Common Stock may be reported as being beneficially owned by more than one person.

	Number of Shares Beneficially	Percent of Outstanding				
Name	Owned	Shares(1)	Voting Power		Dispositive Power	
			Sole	Shared	Sole	Shared
Stephens Investments Holdings LLC	2,227,920	6.9	2,227,920	0	2,227,920	0
Stephens Inc.(2)	93,386	0.3	82,430	10,956	82,430	10,956
Warren A. Stephens Trust	0	0.0	0	0	0	0
Warren A. Stephens Grantor Trust	100,350	0.3	100,350	0	100,350	0
Harriet C. Stephens Trust	683,283	2.1	683,283	0	683,283	0
Warren & Harriet Stephens Children's Trust	931,038	2.9	931,038	0	931,038	0
Warren Miles Amerine Stephens 95 Trust	56,633	0.2	56,633	0	56,633	0
Warren Miles Amerine Stephens Trust	6,352	0.0	6,352	0	6,352	0
John Calhoun Stephens 95 Trust	56,633	0.2	56,633	0	56,633	0
John Calhoun Stephens Trust	6,352	0.0	6,352	0	6,352	0
Laura Whitaker Stephens 95 Trust	56,633	0.2	56,633	0	56,633	0
Laura Whitaker Stephens Trust	6,352	0.0	6,352	0	6,352	0
Curtis F. Bradbury, Jr.	234,972	0.7	234,972	0	234,972	0
Douglas H. Martin(3)	161,512	0.5	155,212	6,300	155,212	6,300
Warren A. Stephens(4)	4,431,048	13.7	2,329,406	2,101,642	2,329,406	2,101,642
Harriet C. Stephens(5)	2,090,686	6.5	0	2,090,686	0	2,090,686
WAS Conn's Annuity Trust One	206,116	0.6	206,116	0	206,116	0

(1) Based on 32,244,955 shares of the Common Stock reported by the Issuer as outstanding as of December 3, 2015, as set forth in the Form 10Q filed by the Company on December 8, 2015.

(2) Includes 82,430 shares owned directly, as to which Stephens Inc. has sole voting power and sole dispositive power, and 10,956 shares held in discretionary trading accounts on behalf of Stephens Inc. clients as to which the firm may be deemed to have shared voting power and shared dispositive power.

(3) Includes 93,335 shares owned directly as to which Mr. Martin has sole voting power and sole dispositive power, 800 shares owned by Douglas Martin Custodian for Haven Celeste Martin as to which Mr. Martin has sole voting power and sole dispositive power, and 1,600 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 16,827 shares owned through Roth IRA accounts as to which Mr. Martin has sole voting and dispositive power, and includes 4,250 shares owned through IRA accounts as to which Mr. Martin has sole voting and dispositive power. Also includes 3,100 shares owned by Mr. Martin's spouse as custodian for a minor child, as to which Mr. Martin may be deemed to have shared voting and dispositive power. Also includes 1,600 shares owned by a charitable foundation of which Mr. Martin is a co-trustee, as to which Mr. Martin has shared voting and dispositive power. Also includes 40,000 shares which Mr. Martin has the right to receive upon the exercise of options, and as to which Mr. Martin would have sole voting power and sole dispositive power.

(4) Includes 2,227,920 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 10,956 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 6,352 shares owned by each of Warren Miles Amerine Stephens Trust, John Calhoun Stephens Trust, and Laura Whitaker Stephens Trust, as to which Mr. Stephens as sole Trustee of the trusts, has sole voting power and sole dispositive power. Also includes 683,283 shares owned by Harriet C. Stephens Trust, 100,350 shares owned by Warren A. Stephens Grantor Trust, 206,116 shares owned by WAS Conn's Annuity Trust One, and 56,633 shares owned by each of Warren M. A. Stephens 95 Trust, John Calhoun Stephens 95 Trust, as to which Mr. Stephens may be deemed to have shared voting and dispositive power with Ms. Stephens. Also includes 931,038 shares owned by Warren & Harriet Stephens Childrens Trust, Harriet C. Stephens, Co-Trustee, as to which Mr. Stephens may be deemed to have shared voting and dispositive power with Ms. Stephens.

(5) Includes 683,283 shares owned by Harriet C. Stephens Trust, 100,350 shares owned by Warren A. Stephens Grantor Trust, 206,116 shares owned by WAS Conn's Annuity Trust One, and 56,633 shares owned by each of Warren M. A. Stephens 95 Trust, John Calhoun Stephens 95 Trust, and Laura Whitaker Stephens 95 Trust, as to which Harriet C. Stephens is Trustee and as to which Ms. Stephens may be deemed to have shared voting and dispositive power with Mr. Stephens. Also includes 931,038 shares owned by Warren & Harriet Stephens Childrens Trust, Harriet C. Stephens, Co-Trustee, as to which Ms. Stephens may be deemed to have shared voting and dispositive power.

Item 5(c) of the Statement is supplemented by adding the following: Since the filing of Amendment No. 14 to the Statement on February 29, 2016, Warren A. Stephens Trust transferred to Stephens Investments Holdings LLC 1,904,247 shares of the Common Stock for no consideration.

Items 5(e) of the Statement is supplemented by adding the following: Warren A. Stephens Trust ceased to be the beneficial owner of more than five percent of the Common Stock on March 15, 2016.

ITEM 7. MATERIAL TO BE FILED AS EXHIBITS.

Agreement to File Joint Schedule 13D

# SIGNATURES

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.

<u>March 21, 2016</u> Date

/s/ David A. Knight

David A. Knight, as attorney in fact for Stephens Investments Holdings LLC, Stephens Inc., Warren A. Stephens Trust, Warren A. Stephens Grantor Trust, Harriet C. Stephens Trust, Warren & Harriet Stephens Children's Trust, Warren Miles Amerine Stephens 95 Trust, Warren Miles Amerine Stephens Trust, John Calhoun Stephens 95 Trust, John Calhoun Stephens Trust, Laura Whitaker Stephens 95 Trust, Laura Whitaker Stephens Trust, Curtis F. Bradbury, Jr., Douglas H. Martin, and WAS Conn's Annuity Trust One

### 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 the 21st day of March, 2016.

#### /s/ David A. Knight

David A. Knight, as attorney in fact for Stephens Investments Holdings LLC, Stephens Inc., Warren A. Stephens Trust, Warren A. Stephens Grantor Trust, Harriet C. Stephens Trust, Warren & Harriet Stephens Children's Trust, Warren Miles Amerine Stephens 95 Trust, Warren Miles Amerine Stephens Trust, John Calhoun Stephens 95 Trust, John Calhoun Stephens Trust, Laura Whitaker Stephens 95 Trust, Laura Whitaker Stephens Trust, Curtis F. Bradbury, Jr., Douglas H. Martin, and WAS Conn's Annuity Trust One