

OMB APPROVAL	
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**STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP**

Check this box if no longer subject to Section 16. Form 4 or Form 5 obligations may continue. See Instruction 1(b).

Filed pursuant to Section 16(a) of the Securities Exchange Act of 1934 or Section 30(h) of the Investment Company Act of 1940

1. Name and Address of Reporting Person* <u>Stephens Group, LLC</u> <hr/> (Last) (First) (Middle) 100 RIVER BLUFF DRIVE SUITE 500 <hr/> (Street) LITTLE ROCK AR 72202 <hr/> (City) (State) (Zip)	2. Issuer Name and Ticker or Trading Symbol <u>CONN INC [ CONN ]</u>	5. Relationship of Reporting Person(s) to Issuer (Check all applicable) Director <input checked="" type="checkbox"/> 10% Owner Officer (give title below) Other (specify below)
	3. Date of Earliest Transaction (Month/Day/Year) <u>04/05/2022</u>	
	4. If Amendment, Date of Original Filed (Month/Day/Year)	6. Individual or Joint/Group Filing (Check Applicable Line) Form filed by One Reporting Person <input checked="" type="checkbox"/> Form filed by More than One Reporting Person

**Table I - Non-Derivative Securities Acquired, Disposed of, or Beneficially Owned**

1. Title of Security (Instr. 3)	2. Transaction Date (Month/Day/Year)	2A. Deemed Execution Date, if any (Month/Day/Year)	3. Transaction Code (Instr. 8)		4. Securities Acquired (A) or Disposed Of (D) (Instr. 3, 4 and 5)			5. Amount of Securities Beneficially Owned Following Reported Transaction(s) (Instr. 3 and 4)	6. Ownership Form: Direct (D) or Indirect (I) (Instr. 4)	7. Nature of Indirect Beneficial Ownership (Instr. 4)
			Code	V	Amount	(A) or (D)	Price			
Common Stock	04/05/2022		J <sup>(1)</sup>		74,693	D	\$15.12 <sup>(2)</sup>	4,230,650	I	See footnote <sup>(3)</sup>
Common Stock								72,493	I	By W.R. Stephens, Jr. Revocable Trust <sup>(4)</sup>

**Table II - Derivative Securities Acquired, Disposed of, or Beneficially Owned (e.g., puts, calls, warrants, options, convertible securities)**

1. Title of Derivative Security (Instr. 3)	2. Conversion or Exercise Price of Derivative Security	3. Transaction Date (Month/Day/Year)	3A. Deemed Execution Date, if any (Month/Day/Year)	4. Transaction Code (Instr. 8)		5. Number of Derivative Securities Acquired (A) or Disposed of (D) (Instr. 3, 4 and 5)	6. Date Exercisable and Expiration Date (Month/Day/Year)		7. Title and Amount of Securities Underlying Derivative Security (Instr. 3 and 4)	8. Price of Derivative Security (Instr. 5)	9. Number of derivative Securities Beneficially Owned Following Reported Transaction(s) (Instr. 4)	10. Ownership Form: Direct (D) or Indirect (I) (Instr. 4)	11. Nature of Indirect Beneficial Ownership (Instr. 4)
				Code	V		Date Exercisable	Expiration Date					

1. Name and Address of Reporting Person\*  
Stephens Group, LLC  


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 (Last) (First) (Middle)  
 100 RIVER BLUFF DRIVE  
 SUITE 500  


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 (Street)  
 LITTLE ROCK AR 72202  


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 (City) (State) (Zip)

1. Name and Address of Reporting Person\*  
SG-1890, LLC  


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 (Last) (First) (Middle)  
 100 RIVER BLUFF DRIVE  
 SUITE 500  


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 (Street)  
 LITTLE ROCK AR 72202  


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 (City) (State) (Zip)

1. Name and Address of Reporting Person\*

CAMPBELL ELIZABETH STEPHENS

(Last) (First) (Middle)

100 RIVER BLUFF DRIVE  
SUITE 500

(Street)

LITTLE ROCK AR 72202

(City) (State) (Zip)

1. Name and Address of Reporting Person\*

Stephens W. R. Jr.

(Last) (First) (Middle)

100 RIVER BLUFF DRIVE  
SUITE 500

(Street)

LITTLE ROCK AR 72202

(City) (State) (Zip)

**Explanation of Responses:**

1. The shares disposed of represent shares distributed by SG-1890, LLC ("SG-1890") to certain of its members representing each such member's pro rata interest in such shares.
2. Reflects the closing price on the date of distribution.
3. The shares are held by SG-1890. The Stephens Group, LLC ("The Stephens Group") is the sole manager and has voting and dispositive power over the shares held by SG-1890. Investment and voting decisions with respect to the shares beneficially owned by The Stephens Group are made by W.R. Stephens, Jr. and Elizabeth S. Campbell, acting as managers. Mr. Stephens and Ms. Campbell may be deemed to possess voting and dispositive control over the shares held by SG-1890.
4. W.R. Stephens, Jr. acts as Trustee of W.R. Stephens, Jr. Revocable Trust.

The Stephens Group, LLC, /s/  
William W. Kilgroe, General Counsel 04/05/2022

SG-1890, LLC, By: The Stephens Group, LLC its Manager, /s/ William W. Kilgroe, General Counsel 04/05/2022

/s/ Elizabeth Stephens Campbell 04/05/2022

/s/ W.R. Stephens, Jr. 04/05/2022

\*\* Signature of Reporting Person      Date

Reminder: Report on a separate line for each class of securities beneficially owned directly or indirectly.

\* If the form is filed by more than one reporting person, see Instruction 4 (b)(v).

\*\* Intentional misstatements or omissions of facts constitute Federal Criminal Violations See 18 U.S.C. 1001 and 15 U.S.C. 78ff(a).

Note: File three copies of this Form, one of which must be manually signed. If space is insufficient, see Instruction 6 for procedure.

Persons who respond to the collection of information contained in this form are not required to respond unless the form displays a currently valid OMB Number.