
SECURITIES AND EXCHANGE COMMISSION
Washington, D.C. 20549

SCHEDULE 13G

UNDER THE SECURITIES EXCHANGE ACT OF 1934

CONNS, INC.

(Name of Issuer)

Common Stock, par value \$0.01 per share

(Title of Class of Securities)

208242107

(CUSIP Number)

09/30/2024

(Date of Event Which Requires Filing of this Statement)

Check the appropriate box to designate the rule pursuant to which this Schedule is filed:

- Rule 13d-1(b)
 Rule 13d-1(c)
 Rule 13d-1(d)
-
-

SCHEDULE 13G

CUSIP No. 208242107

Names of Reporting Persons

1 Nantahala Capital Management, LLC

Check the appropriate box if a member of a Group (see instructions)

- 2 (a)
 (b)

3 Sec Use Only

Citizenship or Place of Organization

4 MASSACHUSETTS

Number of 5 Sole Voting Power
Shares

Beneficially Owned by Each Reporting Person With: 0.00
Shared Voting Power
6
2,264,578.00
Sole Dispositive Power
7
0.00
Shared Dispositive Power
8
2,264,578.00

Aggregate Amount Beneficially Owned by Each Reporting Person

2,264,578.00

Check box if the aggregate amount in row (9) excludes certain shares (See Instructions)

Percent of class represented by amount in row (9)

9.0998 %

Type of Reporting Person (See Instructions)

IA

SCHEDULE 13G

CUSIP No. 208242107

Names of Reporting Persons

Wilmot B. Harkey

Check the appropriate box if a member of a Group (see instructions)

(a)

(b)

Sec Use Only

Citizenship or Place of Organization

UNITED STATES

Sole Voting Power

5
0.00

0.00

Shared Voting Power

6
2,264,578.00

2,264,578.00

Sole Dispositive Power

7
0.00

0.00

Shared Dispositive Power

8
2,264,578.00

2,264,578.00

Aggregate Amount Beneficially Owned by Each Reporting Person

2,264,578.00

Check box if the aggregate amount in row (9) excludes certain shares (See Instructions)

Percent of class represented by amount in row (9)

9.0998 %
Type of Reporting Person (See Instructions)

12

HC

SCHEDULE 13G

CUSIP No. 208242107

Names of Reporting Persons

1

Daniel Mack

Check the appropriate box if a member of a Group (see instructions)

2

(a)

(b)

3

Sec Use Only

Citizenship or Place of Organization

4

UNITED STATES

Sole Voting Power

5

0.00

Number of
Shares
Beneficially
Owned by
Each
Reporting
Person
With:

Shared Voting Power

6

2,264,578.00

Sole Dispositive Power

7

0.00

Shared Dispositive

8

Power

2,264,578.00

Aggregate Amount Beneficially Owned by Each Reporting Person

9

2,264,578.00

Check box if the aggregate amount in row (9) excludes certain shares (See Instructions)

10

Percent of class represented by amount in row (9)

11

9.0998 %

Type of Reporting Person (See Instructions)

12

HC

SCHEDULE 13G

Item 1.

Name of issuer:

(a)

CONNS, INC.

Address of issuer's principal executive offices:

(b)

2445 TECHNOLOGY FOREST BLVD SUITE 800 THE WOODLANDS, TX, 77381

Item 2.

(a)

Name of person filing:

(1) Nantahala Capital Management, LLC ("Nantahala") (2) Wilmot B. Harkey (3) Daniel Mack (together the "Reporting Persons")

Address or principal business office or, if none, residence:

(b) 130 Main St. 2nd Floor, New Canaan, CT 06840
Citizenship:

(c) (1) Nantahala is a Massachusetts limited liability company. (2) Each of Messrs. Harkey and Mack is a citizen of the United States of America.

Title of class of securities:

(d) Common Stock, par value \$0.01 per share
CUSIP No.:

(e) 208242107

Item 3. If this statement is filed pursuant to §§ 240.13d-1(b) or 240.13d-2(b) or (c), check whether the person filing is a:

- (a) Broker or dealer registered under section 15 of the Act (15 U.S.C. 78o);
- (b) Bank as defined in section 3(a)(6) of the Act (15 U.S.C. 78c);
- (c) Insurance company as defined in section 3(a)(19) of the Act (15 U.S.C. 78c);
- (d) Investment company registered under section 8 of the Investment Company Act of 1940 (15 U.S.C. 80a-8);
- (e) An investment adviser in accordance with § 240.13d-1(b)(1)(ii)(E);
- (f) An employee benefit plan or endowment fund in accordance with § 240.13d-1(b)(1)(ii)(F);
- (g) A parent holding company or control person in accordance with § 240.13d-1(b)(1)(ii)(G);
- (h) A savings associations as defined in Section 3(b) of the Federal Deposit Insurance Act (12 U.S.C. 1813);
- (i) A church plan that is excluded from the definition of an investment company under section 3(c)(14) of the Investment Company Act of 1940 (15 U.S.C. 80a-3);
- (j) A non-U.S. institution in accordance with § 240.13d-1(b)(1)(ii)(J). If filing as a non-U.S. institution in accordance with § 240.13d-1(b)(1)(ii)(J), please specify the type of institution:
- (k) Group, in accordance with Rule 240.13d-1(b)(1)(ii)(K).

Item 4. Ownership

Amount beneficially owned:

(a) As of September 30, 2024, Nantahala may be deemed to be the beneficial owner of 2,264,578 Shares held by funds and separately managed accounts under its control, and as the managing members of Nantahala, each of Messrs. Harkey and Mack may be deemed to be a beneficial owner of those Shares.

Percent of class:

(b) As of September 30, 2024, each of the Reporting Persons may be deemed to be the beneficial owner of the following percentage of the total number of Shares outstanding: (1) Nantahala Capital Management, LLC ("Nantahala") : 9.0998% (2) Wilmot B. Harkey: 9.0998% (3) Daniel Mack: 9.0998% %

(c) Number of shares as to which the person has:

(i) Sole power to vote or to direct the vote:

(1) Nantahala Capital Management, LLC ("Nantahala") : 0 Shares. (2) Wilmot B. Harkey: 0 Shares. (3) Daniel Mack: 0 Shares.

(ii) Shared power to vote or to direct the vote:

(1) Nantahala Capital Management, LLC ("Nantahala") : 2,264,578 Shares. (2) Wilmot B. Harkey: 2,264,578 Shares. (3) Daniel Mack: 2,264,578 Shares.

(iii) Sole power to dispose or to direct the disposition of:

(1) Nantahala Capital Management, LLC ("Nantahala") : 0 Shares. (2) Wilmot B. Harkey: 0 Shares. (3) Daniel Mack: 0 Shares.

(iv) Shared power to dispose or to direct the disposition of:

(1) Nantahala Capital Management, LLC ("Nantahala") : 2,264,578 Shares. (2) Wilmot B. Harkey: 2,264,578 Shares.
(3) Daniel Mack: 2,264,578 Shares.

Item 5. Ownership of 5 Percent or Less of a Class.

Item 6. Ownership of more than 5 Percent on Behalf of Another Person.

If any other person is known to have the right to receive or the power to direct the receipt of dividends from, or the proceeds from the sale of, such securities, a statement to that effect should be included in response to this item and, if such interest relates to more than 5 percent of the class, such person should be identified. A listing of the shareholders of an investment company registered under the Investment Company Act of 1940 or the beneficiaries of employee benefit plan, pension fund or endowment fund is not required.

BLACKWELL PARTNERS LLC - SERIES A, a fund advised by Nantahala, has the right to receive or the power to direct the receipt of dividends from, or the proceeds from the sale of more than five percent of the outstanding shares of common stock beneficially owned by Nantahala reported herein.

Item 7. Identification and Classification of the Subsidiary Which Acquired the Security Being Reported on by the Parent Holding Company or Control Person.

If a parent holding company has filed this schedule, pursuant to Rule 13d-1(b)(ii)(G), so indicate under Item 3(g) and attach an exhibit stating the identity and the Item 3 classification of the relevant subsidiary. If a parent holding company has filed this schedule pursuant to Rule 13d-1(c) or Rule 13d-1(d), attach an exhibit stating the identification of the relevant subsidiary.

Each of Messrs. Harkey and Mack is filing this Schedule 13G as a control person in respect of shares beneficially owned by Nantahala, an investment adviser as described in ss. 240.13d-1(b)(1)(ii)(E). See Item 4(a).

Item 8. Identification and Classification of Members of the Group.

Not Applicable

Item 9. Notice of Dissolution of Group.

Not Applicable

Item 10. Certifications:

By signing below I certify that, to the best of my knowledge and belief, the securities referred to above were acquired and are held in the ordinary course of business and were not acquired and are not held for the purpose of or with the effect of changing or influencing the control of the issuer of the securities and were not acquired and are not held in connection with or as a participant in any transaction having that purpose or effect, other than activities solely in connection with a nomination under ?? 240.14a-11.

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.

Nantahala Capital Management, LLC

Signature: /s/ Taki Vasilakis

Name/Title: Taki Vasilakis / Chief Compliance Officer

Date: 11/14/2024

Wilmot B. Harkey

Signature: /s/ Wilmot B. Harkey

Name/Title: Wilmot B. Harkey

Date: 11/14/2024

Daniel Mack

Signature: /s/ Daniel Mack

Name/Title: Daniel Mack

Date: 11/14/2024