

OMB APPROVAL	
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STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP

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

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

1. Name and Address of Reporting Person* <u>Stephens Group, LLC</u> _____ (Last) (First) (Middle) 100 RIVER BLUFF DRIVE SUITE 500 _____ (Street) LITTLE ROCK AR 72202 _____ (City) (State) (Zip)	2. Issuer Name and Ticker or Trading Symbol <u>CONNS 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) 05/24/2024	
	4. If Amendment, Date of Original Filed (Month/Day/Year)	
Rule 10b5-1(c) Transaction Indication <input type="checkbox"/> Check this box to indicate that a transaction was made pursuant to a contract, instruction or written plan that is intended to satisfy the affirmative defense conditions of Rule 10b5-1(c). See Instruction 10.		

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								4,217,873	I	See Footnote ⁽¹⁾
Common Stock								72,493	I	By W.R. Stephens, Jr. Revocable Trust ⁽²⁾

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	(A)	(D)	Date Exercisable	Expiration Date						Title
Warrant (Right to Buy)	\$2.794	05/24/2024		p ⁽³⁾		672,739		05/24/2024 ⁽⁴⁾	05/24/2024	Common Stock ⁽³⁾	672,739	\$0	672,739	D	

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

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

 (Street)
 LITTLE ROCK AR 72202

 (City) (State) (Zip)

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

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

 (Street)
 LITTLE ROCK AR 72202

 (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:

- The shares are held by SG-1890, LLC ("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.
- W.R. Stephens, Jr. acts as Trustee of W.R. Stephens, Jr. Revocable Trust.
- The shares listed represent the right to demand issuance of a warrant to acquire 672,739 shares of Common Stock at an exercise price of \$2.794. The warrant is to be issued in conjunction with the Issuer's draw upon the Delayed Draw Term Loan and Security Agreement dated July 31, 2023, as amended (the "DDTL"). The class of shares and number of shares issuable upon exercise are subject to change pursuant to the terms of the DDTL.
- The warrant will be exercisable from and after the date issued.

The Stephens Group, LLC, /s/ William W. Kilgroe, General Counsel	05/29/2024
SG-1890, LLC, /s/ William W. Kilgroe, Attorney-in-Fact	05/29/2024
Elizabeth S. Campbell, /s/ William W. Kilgroe, Attorney-in-Fact	05/29/2024
W.R. Stephens, Jr., /s/ William W. Kilgroe, Attorney-in-Fact	05/29/2024
** 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.