Investor Presentation

Q3 FY 2022
(Nasdaq: CONN)


Forward Looking Statements & Other Disclosure Matters

Forward-Looking Statements - This presentation 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 the Company's 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; expansion of our e-commerce business; 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; the effects of epidemics or pandemics, including the COVID-19 pandemic; and other risks detailed in Part I, Item IA, Risk Factors, in our Annual Report on Form 10-K for the fiscal year ended January 31, 2021 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 presentation. 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.

Non-GAAP Measures - To supplement the consolidated financial statements, which are prepared and presented in accordance with accounting principles generally accepted in the United States of America ("GAAP"), the Company also provides the following non -GAAP financial measures from time to time: retail segment adjusted operating income, retail segment adjusted operating margin, credit segment adjusted operating income (loss), credit segment adjusted operating margin, adjusted net income and adjusted net income per diluted share. These non-GAAP financial measures are not meant to be considered as a substitute for, or superior to, 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 greater 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. Our reconciliations of non-GAAP financial measures to GAAP financial measures are located in the appendix to this presentation.

Conn’s Overview:

- Premium shopping experience
- Large assortment of competitively priced, brand name products
- Unmatched financing options across the entire credit spectrum
- Positioned to take advantage of shifting consumer trends
- Differentiated business model would require a significant amount of capital to replicate

Our unique retail + credit business model provides unmatched value for our customers

Retail

- Focused on selling high-quality, durable home products
- Expanding footprint with 150+ locations in 15 states
- Next day delivery and in-house repair service
- Accelerating investments in digital and omnichannel

Credit

- Established in-house point-of-sale financing offering
- Attractive total cost of ownership for Conn’s credit customers
- Enhanced underwriting platform
- History of supporting customers during multiple cycles

Investment Highlights:
Generating sustainable value for our customers, employees, and shareholders

1. Hybrid retail + credit business model is difficult to replicate and provides a unique value to our customers
2. Growth-oriented strategic plan focused on leveraging our core capabilities, as well as emerging digital and eCommerce trends
3. Large underserved addressable market, with growing market opportunities
4. Strong retail gross margin and highly profitable unit economics supports powerful financial model
5. Solid balance sheet and flexible capital position enhanced by FY21's de-risking efforts

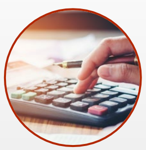
We are emerging from the pandemic stronger, more efficient, and better positioned to compete in a rapidly changing market, and we believe we are at an inflection point in our growth strategy

Conn's Value Proposition:
Creating possibilities for our customers

Providing a differentiated value to customers

Premium shopping experience and competitively priced assortment of high-quality products for the home

In-house credit offering supports a unique credit waterfall with flexible financing options



Affordable cost of ownership for Conn's in-house credit customers

Omnichannel engagement provides a convenient shopping experience and a local partner

Local presence enhances our value proposition

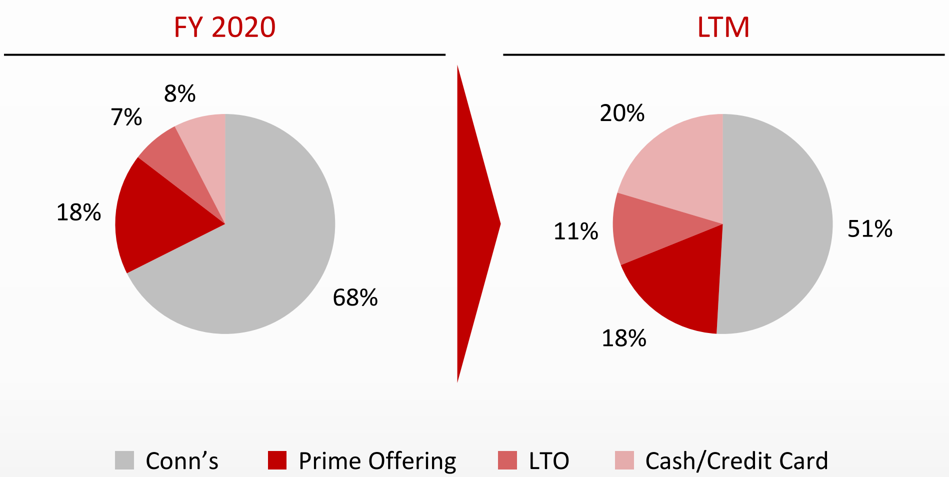
Large Market Opportunity:
Targeting a broader customer base post-pandemic

Market strategy

Pursuing growth across entire credit spectrum

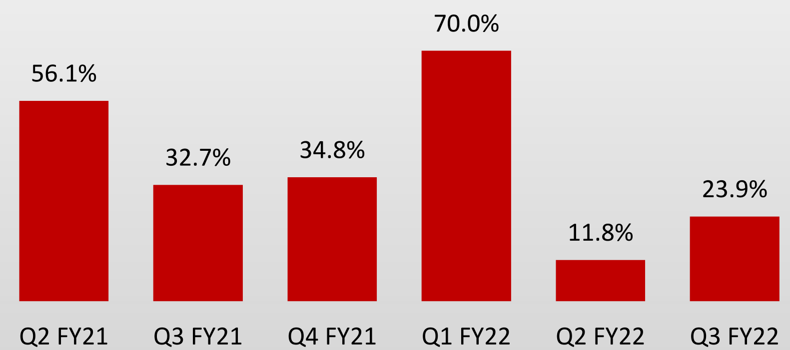
- In-house credit offering remains the cornerstone of our credit strategy
- Well-positioned market opportunity given material growth began in FY21 in cash and third-party credit sales
- Best-in-class credit products appeal to a wide variety of customers
- Leading white glove, next-day delivery capability resonates with customers
- Consumers have less options within their local communities to buy and finance the products we sell
- Existing last-mile infrastructure supports accelerating digital and eCommerce growth
- eCommerce presents the opportunity to expand our offering to more consumers outside our traditional markets

Percent of retail sales by payment type



YOY sales growth from cash/credit card & third-party financed sales

Pandemic accelerated cash/CC and third-party financed sales growth



Note: Conn's Credit FY20 and LTM percentage of sales include down payments received
Note: LTM period represents the 12 months ended October 31, 2021

We remain focused on executing our four key strategic initiatives which include:

1	Leverage the best mix of Conn's financing and third-party credit options
2	Accelerate our investment in digital and eCommerce to become a best in-class omnichannel retailer
3	Continue to buildout our store footprint to create a true omnichannel shopping experience
4	Accelerate our retail acumen and capabilities

Credit Growth Strategy:
Leveraging the best mix of Conn's financing and third-party credits options

We are focused on pursuing growth opportunities across our differentiated credit offerings

Conn's In-House Credit
Q3 FY22 - ~53% of sales

- Opportunities to increase credit offering after successful de-risking efforts during the COVID-19 crisis
- Expanded credit team, enhanced scorecard, and improved analytics

Lease-to-Own
Q3 FY22 - ~9% of sales

- Added multiple partners in Q4 FY21 to capture more opportunities
- Partnership changes drove 64% YOY increase in LTO sales in Q3 FY22

Prime Credit Offering
Q3 FY22 - ~18% of sales

- Focus on higher credit quality customer
- Best-in-class offering
- Longer-term, no interest financing

Cash and Credit Card
Q3 FY22 - ~20% of sales

- Cash and credit card sales began to increase significantly during FY21 as our value proposition resonated with a broader customer base
- Product offering and retail experience driving significant growth
- Further growth opportunities through eCommerce

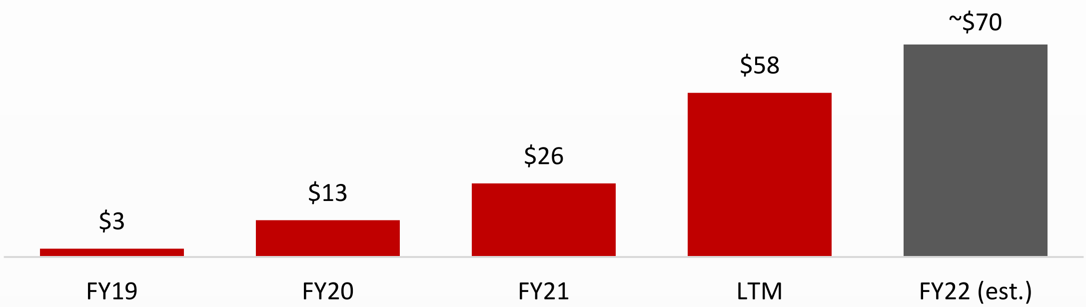
Conn's financed sales grew 31% YOY in Q3 FY22

Cash/CC and third-party financed sales grew 24% YOY in Q3 FY22

Note: Conn's Credit Q3 FY22 percentage of sales include down payments received

Omnichannel Strategy:
Accelerating our investment in digital and eCommerce to become a best-in-class omnichannel retailer

Growing eCommerce sales (in millions)



Supporting a significant eCommerce strategy

- Our flexible omnichannel offerings allow our customers to shop and apply for credit in store, online or on their mobile device
- COVID-19 accelerated our eCommerce investments and experience, and during FY21 we launched:
  - Curbside pickup
  - Buy online pick-up in store (BOPIS)
- Our long-term omnichannel strategy is focused on
  - Enhancing our eCommerce platform to serve our customers where and how they choose to shop
  - Leveraging our digital capabilities to drive retail sales
  - Increasing the effectiveness of our digital marketing and advertising
- In late FY19, we started to offer certain credit-qualified customers the ability to complete an entire purchase transaction financed online through our proprietary in-house credit programs
- Well-positioned to significantly grow eCommerce sales again in FY22
  - Q3 FY22 eCommerce sales of $19.2 million, up 295% versus prior year

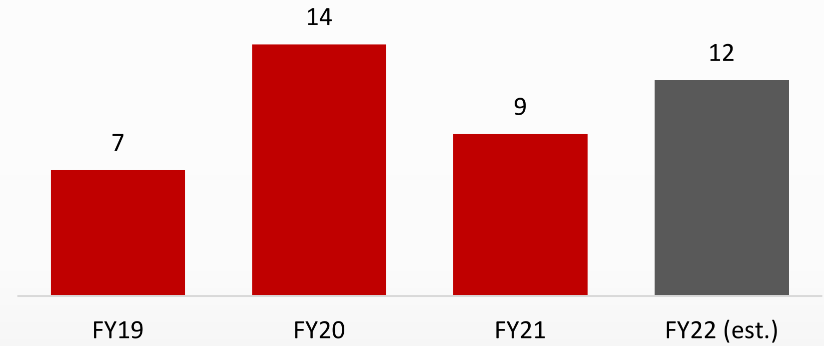
Note: LTM period represents the 12 months ended October 31, 2021

Real Estate Strategy:
Continue to buildout our store footprint to create a true omnichannel shopping experience

- Complements omnichannel strategy by supporting local service, distribution and last mile capabilities
- Florida expansion accelerating in calendar 2021
    - Nine Florida stores opened in FY22
- Near-term growth supported by recent investments in new distribution centers
- Positioned to become a national retailer

New store growth

We are accelerating our store openings in FY22 after slowing the pace of store growth in FY21



Compelling unit economics

Supported by low breakeven and attractive payback

Average annual sales for new stores	$6.0 - $7.0 million
Note: New stores in new markets will be below average	
Stores are expected to mature in 3 – 4 years	
New store operating breakeven	~$4.0 million
Pre-opening SG&A expense (starts ~6 months prior to opening)	~$0.3 million
Net capital investment	~$1.0 million

Whitespace opportunity

Our core customer is located throughout the U.S. which enables significant and long-term geographic expansion

Retail Growth Strategy:
Accelerate our retail acumen and capabilities

Offering aspirational, high-quality and durable home products

Product categories complement strong market dynamics as consumer focus on home related products has increased

Appliances
(41% of LTM sales)

Furniture & Mattress
(34% of LTM sales)

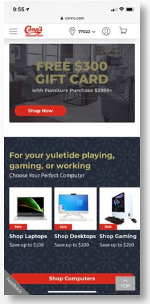
Consumer Electronics
(16% of LTM sales)

Home Office
(6% of LTM sales)

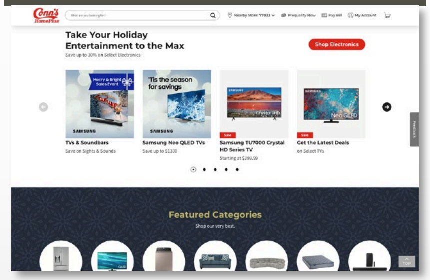
Improving our retail acumen by leveraging our strong platform

Enhancing competitive position to take advantage of changing consumer behavior

Shifting marketing spend to digital media



Driving eCommerce opportunities

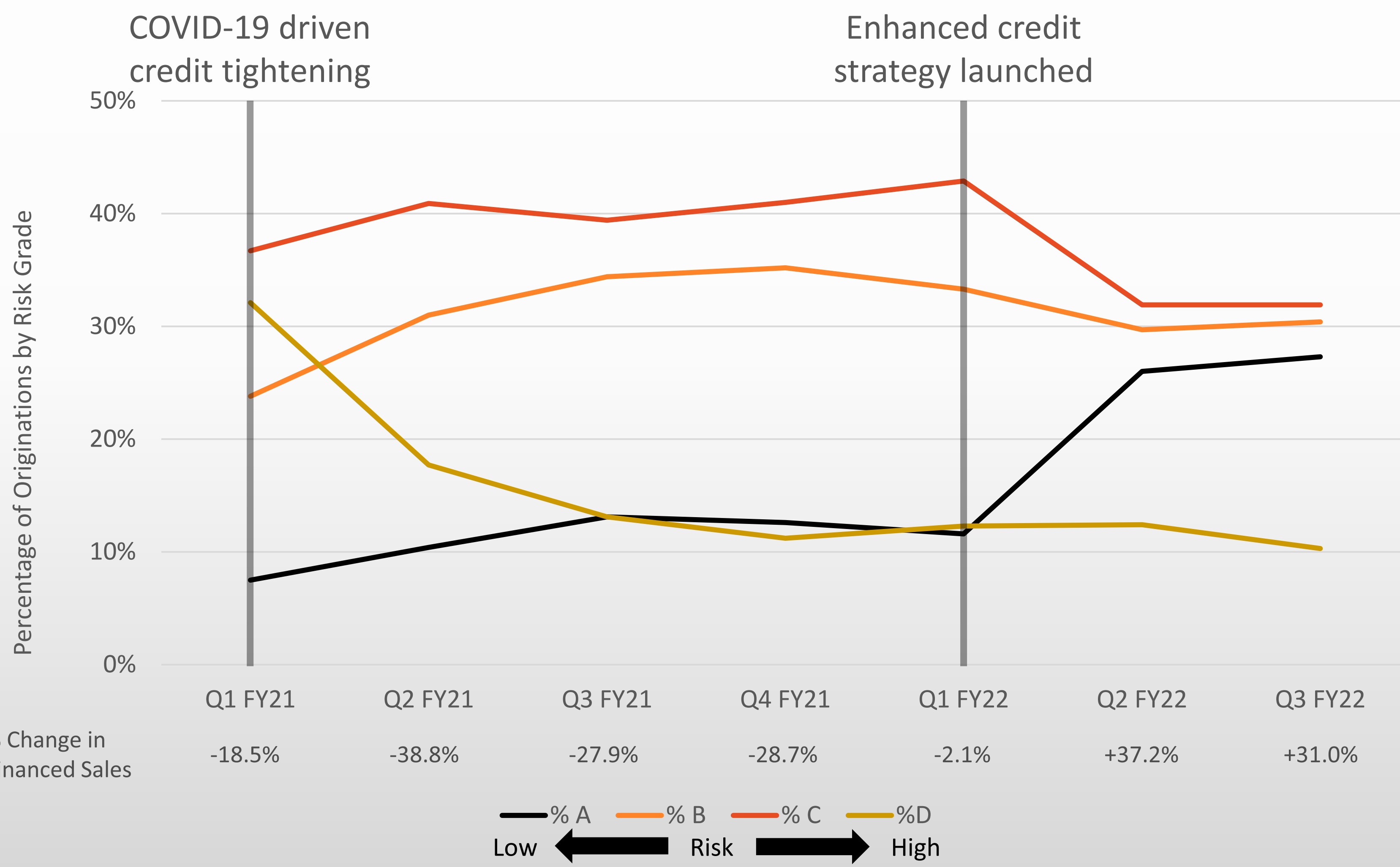


Expanding product offerings

Enhancing existing home-related product offerings

Note: Other products represented ~3% of LTM product sales
Note: LTM period represents the 12 months ended October 31, 2021

Enhanced credit strategy driving growth in Conn's financed sales with a greater proportion of higher credit quality customers



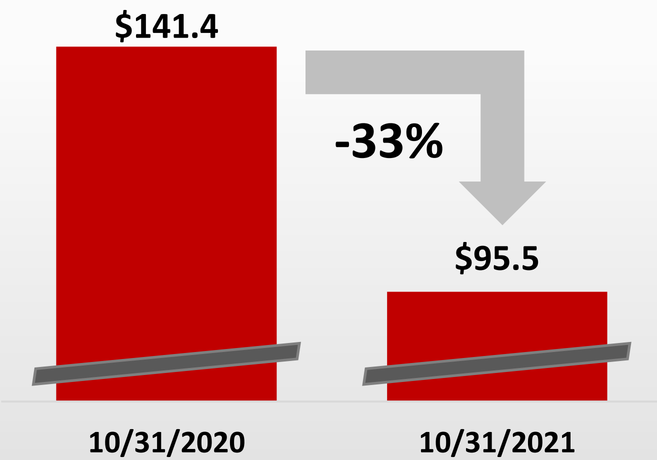
YOY % Change in Conn's Financed Sales	-18.5%	-38.8%	-27.9%	-28.7%	-2.1%	+37.2%	+31.0%

We successfully navigated the COVID-19 pandemic due to FY21 de-risking strategies

In March 2020, we took decisive actions to de-risk our business and enhance our balance sheet

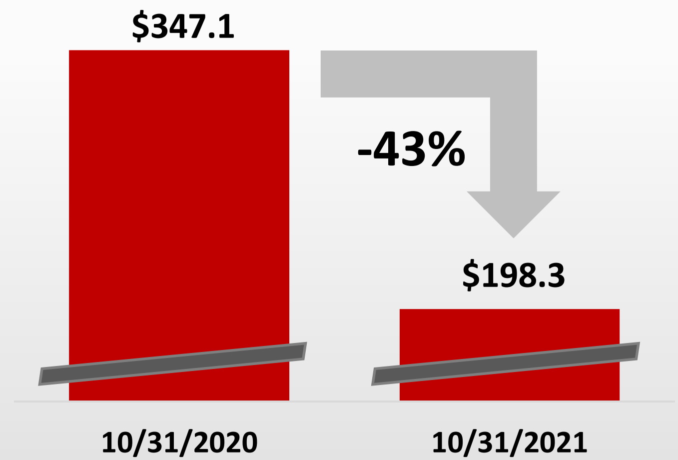
60+ day delinquency balance ($ in millions)

Tighter underwriting and our enhanced credit strategy have driven a significant improvement in performance of the portfolio



Re-aged customer accounts ($ in millions)

The dollar balance of re-aged customer accounts has declined as a result of more stringent re-age policies



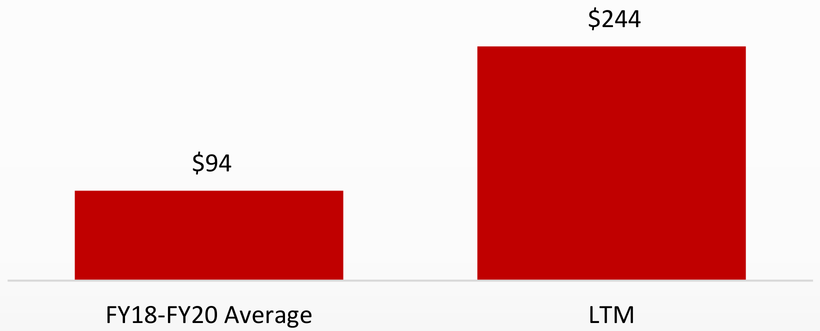
These actions helped us navigate the pandemic and we are emerging from the crisis stronger and better positioned to compete in a rapidly changing market

Strong balance sheet and flexible capital structure

- Focused on strengthening the balance sheet
- Entered FY22 with significant liquidity and a flexible capital structure
- In Q1 FY22, amended and extended $650 million ABL agreement to March of FY26
- In Q1 FY22, completed the redemption of the 7.250% Senior Notes using existing sources of liquidity
- In November, successfully executed the company's 10th ABS transaction at the lowest all-in cost of funds since re-entering the ABS market in 2015

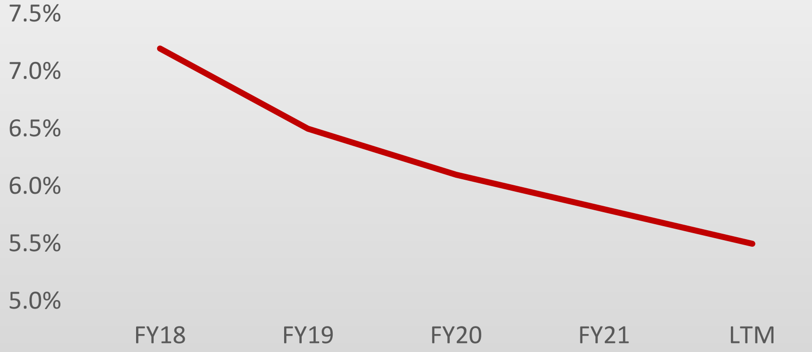
Net cash provided by operating activities ($ in millions)

Operating cash flow increase driven by growth in cash and third-party financed sales, strong cash collections and tighter underwriting



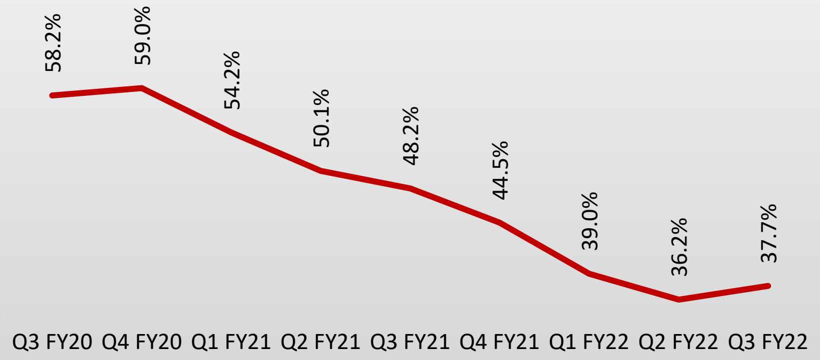
Effective interest rate

Continued deleveraging and better ABS pricing has driven a reduction in our effective interest rate



Net debt as percent of portfolio balance

Sustained strong operating cash flow driving a reduction in net debt as a percent of the portfolio balance



Note: LTM period represents the 12 months ended October 31, 2021

Third Quarter Fiscal 2022 Highlights

($ in millions, except per share amounts)	Q3 FY22	Q3 FY21	Variance
Revenues:			
Net sales	$ 334.6	$ 259.8	$ 74.8
Finance charges and other revenues	70.9	74.4	(3.5)
Total revenues	**$ 405.5**	**$ 334.2**	**$ 71.3**
Costs and expenses:			
Cost of goods sold	$ 211.3	$ 160.4	$ 50.9
Selling, general and administrative expense	138.1	122.2	15.9
Provision for bad debts	26.5	27.5	(1.0)
Total costs and expenses	**375.9**	**310.0**	**65.9**
Operating income (loss)	**29.5**	**24.1**	**5.4**
Interest expense	5.2	11.6	(6.4)
Income (loss) before income taxes	**24.3**	**12.6**	**11.7**
Provision (benefit) for income taxes	6.1	5.1	1.0
Net income (loss)	**$ 18.2**	**$ 7.4**	**$ 10.8**
Diluted Earnings Per Share	**$ 0.60**	**$ 0.25**	**$ 0.35**
Retail gross margin	36.8%	38.3%	-150 bps
SG&A as a percent of revenue	34.1%	36.6%	-250 bps
Net yield	22.6%	21.1%	150 bps
Charge-off percentage	8.0%	14.7%	-670 bps
Credit spread	14.6%	6.4%	820 bps
Effective tax rate	25.1%	41.0%	-1590 bps

Financial Highlights

- Third quarter GAAP diluted earnings per share of $0.60, compared to $0.25 in Q3 of last year, representing a 140.0% increased versus the prior year

Retail

- Total retail sales increased 28.8% compared to Q3 last fiscal year, including a same store sales increase of 20.6%, driven by an increase in demand across most of the Company's home-related product categories, as well as lapping the prior year impacts of the COVID-19 pandemic
  - eCommerce sales increased 294.8% to a quarterly record of $19.2 million
  - On a 2-year basis, same store sales continued to accelerate through the third quarter increasing 9.7%, compared to 3.2% in Q2 and 1.8% in Q1
- Retail gross margin of 36.8%, 150 bps points lower than Q3 last fiscal year, driven primarily by the impact of increased product costs due to higher freight costs, partially offset by improvement in product mix from lower margin products to higher margin products

Credit

- Quarterly credit spread of approximately 1,460 basis points, which is the highest quarterly spread in over 10 years
- 60+ day delinquency and re-aged customer accounts declined $45.9 million, or 32.5%, and $148.8 million, or 42.9% year-over-year, respectively
- Finance charges and other revenue declined 4.7% primarily due to a 15.2% decrease in the average outstanding balance of the customer accounts receivable portfolio, partially offset by an increase in the yield rate from 21.1% to 22.6%

SG&A

- SG&A leveraged by approximately 250 basis points, as SG&A as a percentage of revenue declined from 36.6% in the prior year to 34.1% in Q3 primarily driven by strong retail sales growth

Note: Due to rounding, numbers presented above may not add up precisely to the totals provided and percentages may not precisely reflect absolute figures.

FY2022 Outlook

Same store sales	• Same store sales growth in the mid-teens for the full year
New stores	• Open a total of twelve new showrooms, including eleven already open
Finance charges and other revenue	• Down on a year-over-year basis due to a lower balance of customer receivables
Retail gross margin	• Expect full year retail gross margin to be down approximately 30-50 bps, driven by higher freight costs, with fourth quarter retail gross margin down approximately 100-150 bps
Consolidated SG&A	• Increase on a two-year basis primarily driven by more new stores, as tighter cost controls largely offset continued investments in our growth initiatives
Provision	• Fourth quarter provision is expected to be up versus the prior year, driven primarily by portfolio growth

* Outlook communicated on December 7, 2021. The fact that this information is included in this presentation should not be taken to confirm Conn's outlook as of any subsequent date.

Appendix: Adjusted Net Income (Loss) and Adjusted Net Income (Loss) per Diluted Share

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

	Three Months Ended October 31,		Nine Months Ended October 31,	
($ in millions, except per share amounts)	**2021**	**2020**	**2021**	**2020**
Net income (loss), as reported	$18.2	$7.4	$100.6	($28.3)
Adjustments:				
Loss on extinguishment of debt [(1)]	-	-	1.2	-
Professional fees [(2)]	-	-	-	3.6
Tax impact of adjustments	-	-	(0.3)	(0.8)
Net income (loss), as adjusted	**$18.2**	**$7.4**	**$101.6**	**($25.5)**
Weighted average common shares outstanding - Diluted	30,261,421	29,483,481	30,127,419	29,013,759
Earnings (loss) per share:				
As reported	$ 0.60	$ 0.25	$ 3.34	$ (0.97)
As adjusted	$ 0.60	$ 0.25	$ 3.37	$ (0.88)

(1) Represents a loss of $1.0 million from retirement of $141.2 million aggregate principal amount of our 7.25% senior notes due 2022 ("Senior Notes") and a loss of $0.2 million related to the amendment of our Fifth Amended and Restated Loan and Security Agreement.

(2) Represents professional fees associated w ith non-recurring expenses.

Due to rounding, numbers presented above may not add up precisely to the totals provided and percentages may not precisely reflect absolute figures.

Appendix: Net Debt as Percentage of Customer Accounts Receivable Portfolio Balance

NET DEBT AS PERCENTAGE OF CUSTOMER ACCOUNTS RECEIVABLE PORTFOLIO BALANCE

in thousands	October 31, 2021	July 31, 2021	April 30, 2021	January 31, 2021	October 31, 2020	July 31, 2020	April 30, 2020	January 31, 2020	October 31, 2019
Current finance lease obligations	$ 942	$ 1,371	$ 898	$ 934	$ 769	$ 758	$ 772	$ 605	$ 607
Long-term debt and finance lease obligations	459,319	438,242	492,055	608,635	800,586	748,902	1,172,987	1,025,535	965,063
Total debt	**460,261**	**439,613**	**492,953**	**609,569**	**801,355**	**749,660**	**1,173,759**	**1,026,140**	**965,670**
Cash and cash equivalents	$ 10,597	$ 8,736	$ 6,568	$ 9,703	$ 107,822	$ 6,385	$ 287,337	$ 5,485	$ 4,672
Restricted cash	25,528	30,961	51,647	50,557	78,374	63,836	73,455	75,370	49,247
Total cash	**36,125**	**39,697**	**58,215**	**60,260**	**186,196**	**70,221**	**360,792**	**80,855**	**53,919**
Net debt	**$ 424,136**	**$ 399,916**	**$ 434,738**	**$ 549,309**	**$ 615,159**	**$ 679,439**	**$ 812,967**	**$ 945,285**	**$ 911,751**
Customer accounts receivable portfolio balance	$ 1,124,872	$ 1,105,713	$ 1,113,335	$ 1,233,717	$ 1,276,100	$ 1,357,030	$ 1,499,965	$ 1,602,037	$ 1,567,700
Net debt as a percentage of customer accounts receivable portfolio balance	**37.7%**	**36.2%**	**39.0%**	**44.5%**	**48.2%**	**50.1%**	**54.2%**	**59.0%**	**58.2%**

Conn's HomePlus